

PetskyPrunier

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Petsky Prunier Advises Red Aril on its Sale to iCrossing

DMP and Global Digital Agency Combine to Deliver Accurate, Real-Time Data-driven Strategies to Build Connected Brands

December 08, 2011 (New York, NY) – Petsky Prunier is pleased to announce it has advised Red Aril, Inc., a leading data management and audience optimization platform (DMP) company, on its sale to iCrossing, a global digital marketing agency and unit of Hearst Corporation.



Red Aril is a leading data management and audience optimization platform (DMP) company that puts brands in charge of their audience data. Red Aril's DMP helps brands reach high-value target audiences by using predictive modeling that integrates any type of data from any source. Utilizing these models, Red Aril enables brands to more effectively use data to drive revenue.

iCrossing is a global digital marketing agency that combines talent and technology to help world-class brands find and connect with their customers. The company blends best-in-class digital marketing services, including paid search, search engine optimization, Web development, social media, mobile, research, and analytics to create integrated digital marketing programs that engage consumers and drive ROI. iCrossing is a unit of Hearst Corporation, one of the nation's largest diversified media companies.

The acquisition of Red Aril enables iCrossing to build connected brands at a more personal level with clients' most valuable audiences in real time. iCrossing clients will have access to a data management platform that provides a singular, cross-channel view of the customer to drive real-time campaign optimization and relevant customer experiences. The acquisition of Red Aril also provides iCrossing a trading desk application, which leverages insights from the data management platform to execute and inform media campaigns across networks and RTB exchanges.

A team from Petsky Prunier served as exclusive financial advisor to Red Aril.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks serving the marketing, media, technology, and service industries, including businesses focused on digital advertising, digital media, eCommerce, marketing technology, software, information, marketing services, and agencies and consultancies. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, the organization represents one of the largest industry-specific advisors providing strategic and transactional services. Securities transactions are processed through Petsky Prunier Securities LLC.

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