



Ownership Targeted Media

## **OwnerIQ Elevates Co-Founder Connie Johnson to Executive Vice President of Retailer and Manufacturer Business**

*Further Establishes Commitment to Retailer and Manufacturer Relationships*

**BOSTON, MA – December 10, 2009** – OwnerIQ, the first and only online media company to deliver customized, ownership targeted media programs, announced today the elevation of Connie Johnson to the position of Executive Vice President of Retailer and Manufacturer Business. Ms. Johnson is part of the founding team at OwnerIQ and has been its Vice President of Sales, with responsibility for setting strategy and growing sales across all channels.

“Since we founded the company, Connie has excelled in formulating our overall sales strategy, and in the process has developed key relationships with retailers and manufacturers as we created unique programs to meet their advertising needs,” said Jay Habegger, Founder and CEO of OwnerIQ. “It has become apparent through her efforts that we are uniquely positioned to provide solutions to these customers, and that we needed to strengthen our commitment to them by appointing one of our key executives to oversee and further evolve these programs.”

“The path-to-purchase today is online research often times followed by off-line purchase. Our solutions allow retailers and manufacturers to transform researchers who visit their websites into buyers in the channel,” said Connie Johnson. “The compelling campaign results we’ve seen with our ownership targeting and retargeting programs made it clear to us that a dedicated and expanded effort to meet the unique needs of retailers, manufacturers and their agencies would be core to the growth of OwnerIQ.”

OwnerIQ’s MOST™ real-time demand side platform, coupled with its proprietary targeting data, enables the deployment of advertising solutions that are specifically tailored to the objectives of retailers and manufacturers: driving more sales in the channel. Targeting a specific segment of “owners” or “intenders” utilizing OwnerIQ’s proprietary data alone or in combination with other 3rd party data enables OwnerIQ to create unique audiences and deliver efficient and optimized display advertising campaigns.

### **About OwnerIQ**

OwnerIQ ([www.OwnerIQ.com](http://www.OwnerIQ.com)), an online behavioral targeting media company, pioneered the concept of Ownership Targeting: enabling advertisers to precisely target consumers across the entire ownership spectrum, from “intenders” looking to buy for the first time to long-term owners who have owned a product for years. Nothing predicts behavior as well as what a consumer actually owns. Using its MOST™ real-time cross-exchange media buying platform, OwnerIQ provides highly customized programs to target specific advertiser defined audiences across the web, consistently yielding industry leading results for its customers.

OwnerIQ was founded in 2006 by a group of seasoned online internet advertising entrepreneurs and is backed by a consortium of leading venture capitalists. For more information, please visit: [www.owneriq.com](http://www.owneriq.com).

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