

MEDIA CONTACT:

Erica Camilo
BluePoint Venture Marketing for Ignite Media Solutions
ecamilo@bluepointmktg.com
781-861-7800

Ignite Media Solutions Offers the Only Integrated Voice, Web and Mobile Response Solution to Quickly Increase Profitability on Direct Marketing Programs Across Any Channel

Formerly Known as Advanced Interactive Sciences, LLC, Ignite Media Solutions Uses Behavioral Targeting, Advanced Scripting and Message Optimization to Convert Consumers into Buyers

Oldsmar, FLA., September 22, 2008 – [Ignite Media Solutions, LLC](#) (Ignite) today unveiled the company's new name and extended its product offerings to make direct response marketing and per inquiry media buying more efficient for high volume clients in the television, online and mobile advertising markets. By delivering real-time response solutions, Ignite effectively converts consumers into buyers via any channel – voice, Web or mobile.

“In the past, advertisers controlled how consumers could respond, but now consumers demand anywhere, anytime access and response options. This shift requires marketers and advertisers to look beyond traditional media silos and forces them to incorporate other channels as key elements of their marketing campaign,” said Michael Ferzacca, CEO, Ignite Media Solutions. “By wrapping our comprehensive response capabilities around the keystone marketing event and capturing response through any channel, we make advertising programs more effective.”

With its significant growth, Ignite was recently recognized by Inc. 5,000 as one of the fastest growing private companies in America. The company has evolved from its roots as an intelligent speech technology engine and now uses behavioral targeting, advanced scripting and message optimization to reduce cost per acquisition and generate incremental revenue on any direct marketing campaign, regardless of media channel. Ignite combines comprehensive demographic data and past purchase history with its real-time response solutions, delivering a more consistent, effective and efficient response on every inquiry.

Adding new channels for response extends the reach and effectiveness of media buys by leveraging the crossover benefits of client media spend, allowing advertisers to capture sales that might otherwise be lost.

Behavioral Targeting

To create a lift in revenue for direct marketing programs, Ignite uses demographic data and past purchase history. By combining transactional information with demographic and lifestyle data from more than 220 million consumers, Ignite's OnTarget Predictive Analytics identifies buyer likelihood and optimizes the offer. The technology behind Ignite's platform uses this information to dynamically select the optimal scripts and offer being presented to the consumer via the phone, Web or mobile devices.

OnTarget's ability to predict the future behavior of consumers has led to proven success in increasing conversion rate and overall campaign revenue.

Integrated Reporting and Analysis

A first in the market, Ignite's proprietary Velocity reporting and analytics tool integrates media spend (online and offline), fulfillment reporting, real-time call performance and e-commerce activity all in one place. The level of detail and immediate availability of data through Velocity allows clients to quickly analyze campaign success and make informed decisions on future media spend. Velocity is a central element of Ignite's solution, allowing clients to view, analyze and compare activity for all channels.

Velocity provides online access to key metrics, such as RPO, cost per order, Web visitors and conversion rates. All sales activity is tracked back to the specific ad or media market for an accurate measurement of media efficiency in real time. Ignite also delivers proactive alerts to clients' email or PDA based on benchmarks or goals set by the client.

In addition to extensive analytics, Velocity allows clients to continuously optimize campaigns through A/B tests with instant results. The ability to drill down to modules within an application helps clients isolate and test specific variables to assess the impact of script or offer changes while the campaign is running.

Buyer Prioritization

For clients with their own in-house call center or IVR solution, Ignite's InQueue Buyer Priority Solution delivers the right callers to the right agents or IVR by prioritizing incoming calls based on caller profiles. By analyzing past buying activity with hundreds of demographic and lifestyle attributes, InQueue Buyer Priority Solution identifies the characteristics of callers most likely to purchase and flags top buyer prospects to receive priority handling.

In addition, callers with low buying potential are directed to an IVR or put in queue after top prospects, increasing call center efficiency by pre-screening and scoring each caller. By better qualifying inbound calls in real time, Ignite increases ROI and overall revenue.

About Ignite Media Solutions, LLC

Ignite Media Solutions, LLC delivers a comprehensive direct response solution that efficiently converts consumers through any channel - phone, Web or mobile - into buyers. Working successfully with high volume direct response clients, Ignite ensures that advertising programs are fully actionable and measurable across media and channels. As the only integrated solution for DRTV, online, mobile and more, Ignite offers seamless implementation and reporting. For more information, please visit www.ignitemedia.com.

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