



Affinity Solutions Launches Purchase-Driven Marketing Cloud to Deliver New Level of Intelligence and Transparency Between Marketing and Revenue Generation

Enables Marketers to have real-time engagement precisely at their customers 'moments of choice'

NEW YORK CITY – March 28, 2017 -- Affinity Solutions, a leading provider of purchase driven marketing solutions, today announced its Purchase-Driven Marketing Cloud, providing key insights from the continuous, real-time discovery of an individual's purchase patterns online and offline, to identify, reach, and influence likely buyers at their precise 'moments of choice', as well as to measure and optimize the sales impact of marketing campaigns. This gives marketers the ability to deliver unique and engaging experiences throughout the customer journey - from discovery to purchase to loyalty - to maximize and increase customer lifetime engagement and value.

The product suite consists of Affinity Solutions Spend Insights, Buyer Graph, and Closed Loop Measurement; and combines machine learning with individual-level (not cohort) purchase-based data to deliver a new world of real-time marketing applications. This enables marketers to zero in on the potential customers most likely to buy their products in the near term, as well as generate the highest proven ROI directly attributable to explicit marketing actions. Through real-time API access, the product suite can be seamlessly integrated into existing media buying, marketing intelligence, and CRM applications, empowering marketers to serve relevant marketing communications and promotional offers to prospective customers throughout their buying journey and across all channels.

By leveraging Affinity Solutions Purchase-Driven Marketing Cloud, a large home improvement national retailer identified and targeted in-market customers planning home renovations within 30 days and witnessed an increase in sales of nearly 87 percent.

"In this highly competitive, data-driven marketing economy, the world is hyper-connected, and consumers are constantly distracted. The sheer magnitude of options for today's always-on consumer makes it difficult for marketers to get their attention, let alone engage them," said Jonathan Silver, CEO, and founder, Affinity Solutions. "The Affinity Solutions Purchase-Driven Marketing Cloud will help marketers solve the very difficult challenge of bridging their customers' always-on, connected behavior with the offline world."

Affinity Solutions Spend Insights:

By leveraging Spend Insights, marketers now have a far greater understanding of customers' purchase behavior across competitors, categories and geographies, including where, when and through which channel those transactions take place. Spend Insights delivers unparalleled marketing intelligence by recognizing customers' purchase patterns – whether new, occasional or die-hard loyalists, such as

where else they are spending their money, how frequently, how much, and which regions/markets are under-penetrated vs. competitors.

Affinity Solutions Buyer Graph:

Affinity Solutions Buyer Graph provides marketers with far greater visibility into which individuals are likely to make a purchase for their products and services, as well as when the purchase is likely to be made. Most data analytics providers focus on what was, while Affinity Solutions Buyer Graph focuses on what is most likely to occur, through the continuous and real-time discovery of consumer purchase patterns and buying signals.

Affinity Solutions Closed Loop Measurement:

Affinity Solutions Closed Loop Measurement is a turnkey measurement solution that bridges consumers' online behavior with offline spend, by tracking both in-store and online purchase behavior in-flight after consumers have been exposed to marketing campaigns. As a result, sales lift and revenue impact can be directly attributed to explicit marketing actions. This allows marketers to understand the effectiveness of their media budget allocations better, provide sales lift and revenue impact that is highly accurate and available in real-time, and fine-tune marketing campaigns within and across channels to achieve the highest marketing ROI.

Affinity Solutions Purchase-Driven Marketing Cloud is available now. For more information on Affinity Solutions' marketing solutions, please call (214) 417-9511 or visit us at <http://www.affinity.solutions/>

About Affinity Solutions:

Affinity Solutions makes all marketing more productive by driving significantly greater business outcomes for marketers using the power of purchase data and analytics. Through our partnerships with over 4,000 financial institutions, Affinity Solutions has real-time and secure access to where and when consumers are spending across brands, categories, geographies, and channels. Key intelligence is gleaned from the continuous, real-time discovery of an individual's purchase patterns to identify, reach, and influence likely buyers at the right moments of choice; as well as to measure and optimize the sales impact of marketing campaigns. This gives marketers the ability to deliver unique and engaging experiences throughout the customer journey - from discovery to purchase to loyalty - to maximize and increase customer lifetime engagement and value.

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