



The AMM Group Launches Preferred Partner Program with Leading Market Research and Analytics Firms

Program will Empower Advertisers Turn-key Access to Leading Marketing and Media Insights

STAMFORD, CT, March 16th, 2011 -- The Advanced Marketing & Media Group (The AMM Group) announced today it has launched a Preferred Partner Program with leading marketing research and analytics firms including Acxiom Corporation, Kantar Media North America, The Nielsen Company, NPD Group, Inc., and Vizu Corporation.

The key benefit for AMMG customers – advertisers, agencies and media companies - is to have turn-key access to data and analytics from the leading research firms.

“Leveraging our Advanced Marketing Intelligence System (AMIS™), Advertisers can stitch together multiple data and analytic sources for a single marketing intelligence and accountability platform.” said Adam Gelles, CEO, the AMM Group. “Partnering with leading market research and analytics firms enables AMMG to offer advertisers an easy-to-use turn-key approach to access a myriad of consumer, media and marketing insights through a single technology.”

The AMM Group, a Stamford, CT-based marketing technology company, is a leader in providing marketing performance management and intelligence systems to marketers, agencies and media companies. The company’s AMIS™ platform is customizable for each advertiser brand and services all media types including television, print, digital, and mobile.

Over time, Preferred Partners’ data and analytic offerings will be directly integrated into the AMIS™ platform. Additionally, AMMG will provide clients a series of consulting and education services on how to utilize partner data and analytics to drive deeper insights to improve marketing effectiveness and efficiency.

About Advanced Marketing & Media Group (the AMM Group)

The Advanced Marketing & Media Group is a technology company that offers a software-as-a-service platform that empowers advertisers, agencies and media companies to maximize marketing & advertising performance. Our unique platform, The Advanced Marketing Intelligence System (AMIS™), provides clients a turn-key intelligence platform that provides real-time performance dashboards, optimizers using brand-specific analytics for actionable insight and decision-making. The AMM Group is headquartered in Stamford, Conn.

About Vizu Corporation

Vizu Corporation provides the first real-time, enterprise technology platform that allows advertisers and their partners in the digital media ecosystem to collaborate around optimizing Brand Lift metrics, moving their target audience through the purchase funnel from building awareness to creating intent and preference. By bringing the same metrics used to measure advertising effectiveness in the offline world to online advertising, and making them available in real-time, Vizu is providing the catalyst needed to make digital the medium of choice for brand-building.

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