



Integrate Announces Spring Conference Lineup with Series of Speaking Engagements and Sponsorships
Company Executives to Participate in Industry's Leading Events

Phoenix, Ariz. – March 18, 2013 – [Integrate](#), the first advertising technology provider that empowers media buyers to plan, launch, analyze and optimize marketing campaigns across performance, digital and traditional media, today announced a series of speaking engagements and sponsorships commencing with its sponsorship participation at the OMMA RTB Conference in San Francisco and culminating with participation at the Frost & Sullivan Marketing World event in Boston.

During this speaking and sponsorship series, Integrate executives are scheduled to address the growing challenges faced by today's brands and agencies as a result of the rapidly evolving digital advertising marketplace. During these events, Integrate will engage in conversations around combining performance and digital buys into a single platform as a way to mitigate the pitfalls of assessing ROI for ad spend. Company executives will also examine best practices for optimizing marketing campaigns across all paid media as well as how marketers can translate their data and analytics into actionable insight.

Other upcoming speaking engagements and sponsorships include:

- **[OMMA RTB, March 18 in San Francisco, CA](#)** – West Coast Manager, Ben Henson is scheduled to present at a 'Lunch and Learn' session at OMMA RTB [at 1:10 pm](#). During his presentation, Ben will examine how RTB has revolutionized the way ad space is bought and sold, sparking a discussion around how marketers can increase the effectiveness of their media buys.
- **[Digiday Agency Summit, March 19-21 in Scottsdale, AZ](#)** – Integrate is a sponsor and Co-founder, Jeremy Bloom will be leading a Digiday Dialog alongside Brian Morrissey around "Integrate: How Agencies Can Win at Tech" on March 20th at 10:05am.
- **[Ad:Tech San Francisco, April 9-10 in San Francisco, CA](#)** – Integrate is a sponsor of the event and will be hosting a private cocktail party on April 9th at 5:30pm.
- **[AdAge Digital Conference, April 16-17 in New York, NY](#)** – At the conference, Integrate will be hosting a "Happy Hour Kick-Off" on April 16th at 5:15pm.
- **[Frost & Sullivan 14th Annual Marketing World, July 14-17 in Boston, MA](#)** – Integrate executives will facilitate a roundtable discussion "From Analytics to Actionable Insight" on July 15th at 3:30pm.

Integrate has built a comprehensive, easy to use platform that brings together all aspects of the marketing and advertising industry. The cycle of paid media is consolidated into a unified dashboard and media buying tool, built for the media buyer to simplify their workflow and increase overall productivity by managing their entire ad spend via a single, streamlined platform. Using Integrate, marketers save hundreds of hours in data accumulation and analysis by eliminating the need to manually identify qualified fulfillment sources, execute media buys and evaluate campaign data through excel sheets.

About Integrate

Integrate is the first advertising technology provider that empowers media buyers to plan, launch, analyze and optimize marketing campaigns across performance, digital and traditional media. Integrate's AdHQ offers buyers and sellers an end-to-end solution that supports the entire lifecycle of paid media campaigns in one intuitive dashboard. The platform's regulated ecosystem ensures the success of any cross-channel marketing strategy across online, offline and mobile. AdHQ includes industry-leading analytical tools necessary to measure campaign effectiveness and optimize tactics in real time. Through advanced technology, Integrate saves marketers hundreds of hours in manual processes,

enabling a single media buyer to do the work of an entire team.

To learn more, visit www.integrate.com or follow Integrate on Twitter @Integrate.

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