

CONDÉ NAST EXPANDS DATA CAPABILITIES WITH THE EVOLUTION OF SPIRE

Enhanced Precision Audience Targeting Adds New Capabilities, Categories and Platforms for Partners

NEW YORK – January 9, 2018 – Condé Nast today announced the expansion of Spire, an evolution of the company’s next gen precision audience targeting platform that makes the renowned influence of the company’s brands actionable in new, more effective ways, by directly connecting advertisers to high-value audiences at the crucial moments when they are inspired to make purchase decisions. This expanded version of Spire offers advertising partners more strategic and innovative opportunities through new data partnerships and optimization features across Conde Nast’s digital and social platforms.

“Spire gives us the ability to follow consumers through every stage of the purchase journey, and we can directly connect advertisers with the consumers they’re most interested in, at the earliest point of their purchasing decisions - when they’re discovering what they want to buy through our content,” said Pamela Drucker Mann, Condé Nast’s chief revenue and marketing officer. “We are in the unique position of being able to leverage Condé Nast’s trusted influence to drive real ROI for our partners. The favorable results they have seen prove Spire’s targeted reach and optimization capabilities.”

Since its launch in 2015, Spire has consistently driven successful results across multiple categories. Recent case studies* illustrate the effectiveness of campaigns enhanced with Spire:

- A beauty company using the platform to drive consideration for new luxury skin care products saw top-of-mind awareness grow 33%
- A retail client looking to connect with new consumers and drive incremental sales saw a 44% increase in brand awareness, a 46% in household purchasing and \$1.86 return on ad spend
- A travel client aiming to drive favorability and visit intent saw a 9% increase in the former and a 45% increase in the latter.

Spire’s expanded capabilities are built on several significant new partnerships and acquisitions. A recently announced partnership with Nielsen Catalina Solutions (NCS) connects Condé Nast’s first-party customer data to the Nielsen Catalina API, enabling advertisers to optimize campaigns in real time using NCS’s in-store purchase data. This enhancement, which improves precision audience targeting and measurement capabilities, further proves the importance of influence in the consumer decision journey, across a wide variety of categories including CPG, beauty, retail, pharma and auto.

In addition, Condé Nast's 2017 acquisition of CitizenNet, a Facebook Preferred Marketing Partner, added targeting and optimization capabilities on social platforms through patented innovations in natural language processing, semantic analysis and machine learning. Today, Conde Nast's advertising partners can extend custom Spire audience segments to reach in-market consumers across Facebook, Instagram and Twitter. Spire also offers clients considerable pharma solutions by health condition as well as insight into prescription lift and campaign effectiveness, using a predictive model that merges behavioral data with HIPAA-compliant medical data.

"Spire's data partnerships not only make our audience profiles more robust, they provide partners with meaningful results in the forms of sales increases and actionable insights," said Karthic Bala, head of data strategy for Condé Nast. "We're excited to be entering 2018 with these new advertising solutions for our partners, and look forward to continuing to both evolve the platform and lead the industry in the years to come."

Spire is also available on all programmatic buys transacted through Condé Nast, allowing advertisers more flexibility in execution as well as the ability to reach high-value Condé Nast audience segments outside of the company's owned and operated digital properties.

*Sources: Kantar Millward Brown; Condé Nast Spire Proprietary Data

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork, Backchannel, and them. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

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