

Yahoo!7 and Inivio Make Data Smarter

Sydney, Tuesday, March 04, 2013 – Yahoo!7 and Inivio, the marketing services division of Veda, today announced a new commercial partnership in Australia. The partnership will see Yahoo!7 leverage Veda's extensive offline data through Inivio to deliver highly targeted, effective online advertising to consumers.

Yahoo!7 will leverage its existing online data, addressable audience and targeting expertise with Inivio's consumer insights from around 95% of the population.

Collaboratively, Yahoo!7 and Inivio present an industry-first with BT Prospect. This new targeting product will allow advertisers to predict an individual's propensity to purchase, allowing them to target the right prospects at the right time based on insights derived from aggregate consumer data.

Emma Harrington, Acting Managing Director, Yahoo!7 said, "Data isn't getting bigger, it's getting smarter. This partnership with Inivio enhances Yahoo!7's data capability and extends our Data Sciences offering. For the past four years, Yahoo!7 has successfully led the market with our modelled behavioural targeting product. This new partnership allows Yahoo!7 to combine its world-class proprietary targeting technology and existing online data assets, with trusted online and offline data through Inivio," Emma said.

Richard Harris, Client Engagement Director, Inivio, "Yahoo!7 and Inivio, are bridging the gap between the online and offline worlds in a way that allows advertisers to reach consumers based on their wants, needs, likes and, ultimately their purchase behaviour and attitudes across both worlds."

"We're excited about what this partnership will deliver to Australian advertisers. Inivio is able to draw on insights from around 95% of the population. The combination of Inivio's data with Yahoo!7's data and addressable audience enable Yahoo!7 to better target its audience," he said.

Yahoo!7 Data Sciences is a suite of market leading targeting and data products that connect advertisers to a qualified audience at scale. Yahoo!7 Data Sciences provides advertisers with the flexibility to meet their marketing objectives and deliver new ways to make the most of their marketing and data assets.

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About Yahoo!7

Yahoo!7 (yahoo7.com.au) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.

About Invio

The power to maximise your relevance. Invio is the marketing services division of Veda.
Drawing from vast streams of data, encompassing over 16 million Australian consumers and over 2 million Australian businesses. Invio lets you engage your customers faster and more accurately than ever, with the richest and most meaningful consumer and business insights.
With best in class data, insights, campaign tools and analytic expertise, Invio lets you maximise reach and optimise your marketing performance.

About Veda

Veda is a data analytics company and the leading provider of credit information and analysis in Australia and New Zealand. From its stable core credit bureau business established in 1967, Veda has expanded to deliver a suite of credit and other analytical products targeted to specific industry segments.

Veda is built on the largest, most comprehensive and current data source in Australia and New Zealand with information on over 20 million credit active people and 5.7 million commercial entities. The breadth and depth of our data, and the knowledge it delivers help customers take a proactive and informed approach in making decisions.

Veda's customers use data intelligence provided by Veda to make decisions on credit risk, verify identity and employee background, reduce identity theft and fraud, and undertake digital marketing strategies.