

FOR IMMEDIATE RELEASE:

CONDÉ NAST INTRODUCES 'CONDÉ NAST SPIRE,' A GROUNDBREAKING NEW DATA OFFERING HARNESSING THE COMPANY'S ONE TRILLION MONTHLY DATA POINTS

NEW YORK – June 20, 2016 – Condé Nast today announced the launch of Condé Nast Spire, a groundbreaking new data offering, powered by 1010data's leading insights platform and proprietary data sets. For the first time, Condé Nast Spire will combine Condé Nast's extensive first-party behavioral data – which includes more than one trillion new data points every month - with 1010data's consumer purchase data to identify, target and optimize correlations between consumers' content consumption and their purchase activity. A first-of-its-kind product, Condé Nast Spire will surface insights between unrelated categories, giving Condé Nast a deeper understanding of overall consumer behavior and attitudes from inspiration through purchase.

"This unique combination of our extensive first-party data and 1010data's purchase data, gives us the ability to optimize campaigns in real time and on a highly personalized level," said Fred Santarpia, chief digital officer, Condé Nast. "We're excited to partner with 1010data to launch Condé Nast Spire, and bring our world-class targeting and optimization capabilities to our advertising partners."

Data collected through Condé Nast Spire is used to build highly accurate micro-segments focused on advertisers' business goals, as well as to create relevant, custom content that resonates with those micro-segments to ensure the right message is delivered to the right consumer at the right time. Using machine-learning techniques, Spire optimizes these highly accurate micro-segments to do more of what works, creating a virtuous cycle that constantly improves campaign outcomes and generates higher return on investment for advertisers. All intelligence gathered during campaign execution and optimization is provided to clients for use across their marketing efforts.

"We are again moving the industry forward by giving our advertising partners the ability to optimize campaigns in real time through the strategic use of our extensive data capabilities," said Edward Menicheschi, chief marketing officer of Condé Nast and president of Condé Nast Media Group. "When you combine our world-class content, influential audiences and powerful analytics, we plan to elevate performance to a whole new level."

In early beta testing of Condé Nast Spire, the company identified that among electronics customers, people who consumed more humor, design and politics in video format had a higher propensity to buy computers. When computer recommendations and reviews were provided to this segment, purchases were made 25% sooner.

"Condé Nast Spire extends analytics from online behavior to actual sales so advertisers can derive even more value from Condé Nast's premium digital network," said Greg Munves, President of 1010data. "Using the 1010data Insights Platform and proprietary data products, Condé Nast has developed a highly innovative solution that focuses on real-time optimization by merging content consumption, purchase data and other third-party data to demonstrate much more granular and valuable outcomes to marketers."

Additional early findings included that among big beauty spenders, consumers under 25 were more engaged in spa and travel content, while those over 25 preferred culture and celebrity content, enabling Condé Nast to create the right types of content to optimize campaigns and significantly improve performance in real time.

1010data is owned by Condé Nast parent company, Advance Publications, Inc.

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 100 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* and *Backchannel*. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow [@CondeNast](https://twitter.com/CondeNast) on Twitter.

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