



PRESS RELEASE

ividence selected as Red Herring Top 100 Europe Tech Startup Winner

May 27, 2011 - **ividence** is pleased to announce their selection as a Red Herring TOP 100 Technology Start-up Winner in Europe for 2011.

Red Herring's Top 100 Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe **ividence** embodies the vision, drive and innovation that define a successful entrepreneurial venture. **ividence** should be proud of its accomplishment, as the competition was very strong."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

Email campaign technology based on behavioral analysis

ividence has developed the first Email AdXchange in Europe and the US - a SaaS platform that connects email lists with advertisers' customer recruitment campaigns. Using its proprietary "Behavioral Email AdServer," the platform helps generate traffic on advertisers' sites using targeted email campaigns.

ividence's technology, which is based on innovative algorithms and results from more than 10 man-years of research, allows each campaign to automatically select email addresses whose behavioural characteristics indicate that they have the best affinities with the advertiser. Optimizing efficiency of an email campaign in this way means it achieves outstanding results but with two to three times less sent volume.

For its publishing clients, **ividence** monetizes more than 10 million email addresses in France and in the US, manages more than 3,000 campaigns a month and generates thousands of leads for advertisers such as Cdiscount, Voyageprive, Groupon, Citroen, Idmacif, PCH, Match and Dish Network.

About ividence

ividence provides a SaaS service dedicated to online email advertising. The company optimizes traffic on advertisers' sites and monetizes publishers' opt-in email databases.

In December 2010, **ividence** was ranked fifth most innovative startup in the world in the international Innovate 2010 competition. The company was also a finalist in the "Best innovation in E-marketing technology" category at the 2011 Emarketing awards.

Two "serial entrepreneurs" created ividence at the beginning of 2009. The company employs 25 people and has offices in Paris and San Francisco.

For more information: www.ividence.com

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