



# versium

Powering Data Intelligence

## ABOUT VERSIUM


Versium is a data technology company that significantly **improves marketing ROI** by enabling highly data-driven solutions. Versium delivers automated predictive analytics solutions, which provide actionable data intelligence **faster**, more **accurately** and at a **fraction of the cost** of hiring expensive data science teams or professional services organizations.

## OUR MISSION

To be the **leader** in delivering **automated** data technology and **AI predictive targeting solutions** that dramatically increase marketing efficiencies.

## MEDIA CONTACT

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## PRODUCTS & SOLUTIONS

### Quality, Actionable Data

- Demographics & Insights
- Data Hygiene & Validation
- Identity Resolution
- Identity Graphs
- Audience Extension
- Behavioral Appending

### Audience Builder

- Business Audiences
- Enhanced Segmentation
- AI Based Modeling
- Creative Segmentation
- Custom Audiences

### Predictive Targeting

- Lead Scoring
- Predictive Lead Generation
- Retargeting
- Segment Targeting
- 360 Targeting

## COMPANY MILESTONES

- 2012** • Founded, Preliminary data aggregation contracts, Early data enrichment revenue
- 2013** • \$2.5M seed funding, Proprietary data aggregation engine, ETL, data hygiene/validation, and identity matching engines
- 2014** • Launch of Datafinder, Early trials of predictive scoring demonstrates 350% increase in conversion with T-Mobile, Achieved \$1M in annual revenue
- 2015** • Launch V1 of automated predictive scoring engine and prospect generator, Initiated WPP commercial trials
- 2016** • \$1.7M series seed 2 funding, \$6M revenue run rate, Closed Microsoft Dynamics OEM contract and integration, 1 trillion data attributes owned
- 2017** • Channel focus: Marketing agencies, Developer API tool deployment, International data expansion, Full commercial deployment of modeling for WPP
- 2018** • 6 consecutive quarters of breakeven, Growth via buy-side acquisitions, Expansion of sales and business development team, Increased marketing investment