

Pepperjam Acquires AdAssured: World's Premier Affiliate Network Now Offers Leading Compliance Solution

Enhanced compliance will protect brands, advertisers, agencies, and publishers

Wilkes-Barre, PA — July 27, 2016 — [Pepperjam](#) announced today that it has acquired [AdAssured](#), the leading online marketing compliance solution, and the first of its kind to unify comprehensive search, code, content and domain oversight in the affiliate and greater performance marketing channels. Terms of the transaction were not disclosed.

Headquartered in Oceanside, Calif., AdAssured is a global technology company that protects brand integrity for merchants and publishers running performance marketing campaigns. AdAssured ensures that publishers are promoting their brands, products and content in accordance with established policies and preferences.

“For Pepperjam, AdAssured helps to complete our suite of products and services built to optimize campaigns within the complex performance marketing industry,” **said Pepperjam CEO Michael Jones**. “Brands are rightly sensitive about compliance, and so we are incredibly excited to add the value of AdAssured to our clients and partners around the world.”

AdAssured CEO Ian Francis says joining Pepperjam will be a boon not only to merchants, but also to publishers. Publishers use the tool to ensure that any exclusives granted by merchants are consistently enforced, and to stay current with the offers they are running.

“Many merchants are under the impression that publishers knowingly violate their advertising terms and conditions,” said Francis. “Their first instinct is to remove them from the program, which often comes at the expense of valuable revenue streams. We work to preserve advertiser revenue by rehabilitating publishers so they can come into compliance.”

Greg Shepard, AdAssured Founder and Pepperjam's Chief Strategy Officer expanded on the impact of the AdAssured acquisition.

“Merchants, agencies, and publishers all need a tool that protects their brands and ensures accuracy in their respective revenue streams,” said Shepard. “AdAssured offers a robust selection of compliance tools that work in unison with our performance marketing efforts. By introducing this proprietary compliance solution, measurement of marketing channel ROI and incrementality is now a reality for Pepperjam partners.”

AdAssured's best-in-class compliance technology takes a unique approach to violations: It fingerprints them. Once a violation has been identified, the



technology fingerprints the infraction and is automatically notified when a violation has been cured. Pepperjam's partners can then use the data to make intelligent and informed investment and optimization decisions as their performance marketing campaigns evolve.

AdAssured will continue to provide compliance solutions to advertisers and publishers who work with other performance marketing partners. However, those that are Pepperjam clients now will have the added value of account program management and AdAssured's performance marketing compliance solution.

"The compliance expertise of AdAssured coupled with the innovation and cost effectiveness of Pepperjam's other performance marketing offerings creates a service and technology value that is powerful and unique in the marketplace," said Jones. "Not only do we have the tools to generate tremendous revenue, but now we are able to protect brand integrity at the highest level currently possible."

About AdAssured

AdAssured's comprehensive Affiliate Channel Compliance package provides retailers with the necessary tools to ensure publishers are correctly representing their brand in the affiliate channel. AdAssured's solution uses proprietary technology to monitor and case-manage violations, and is available as a software platform with optional managed service add-ons. AdAssured, a Pepperjam Company, has been developed over the course of several years and includes a single-point dashboard that displays all violations and supportive evidence in one location to appropriately inform strategy and next steps. Case management is facilitated within the interface, including a full history of actions taken for past violations.

About Pepperjam

Pepperjam provides brands and retailers with the resources and confidence needed to promote their brand and grow their business. With products and services supported by decades of commerce experience, and the leading affiliate network in the world, it connects data and analytics across all performance channels and devices to generate creative solutions.

Headquartered in Wilkes-Barre, Pa., Pepperjam is a global provider with offices in London, New York, Philadelphia, Santa Cruz, Sydney, Tempe, and Toronto. Pepperjam is a portfolio company of Banneker Partners and the Permira Funds.

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