

Ve Interactive Acquires eBay Enterprise Marketing Solutions Display Retargeting Business

Acquisition Accelerates Ve Interactive's Growth in Digital Advertising

BOSTON – November 18, 2015 – [Ve Interactive](#), a world-leading technology company that provides an integrated digital advertising and onsite conversion platform, has acquired the Display Retargeting business from [eBay Enterprise Marketing Solutions](#). eBay Enterprise Marketing Solutions recently launched as an independent company backed by Banneker Partners and the Permira Funds.

The acquisition marks a major milestone in Ve's ongoing expansion as a global eCommerce technology company, increasing Ve's client base to more than 10,000 online businesses. All employees from the eBay Enterprise Display Retargeting business will be retained, bringing Ve's total staff to over 850 across 34 offices worldwide, and Ve will continue to manage all client accounts.

eBay Enterprise Marketing Solutions Display Retargeting is a complete digital advertising solution powered by high-performance audience targeting strategies and data. Ve will now offer these Display Retargeting clients the VePlatform to acquire, engage and convert customers at every stage of the eCommerce journey.

“What sets eBay Enterprise Display Retargeting apart from other ad tech agencies is the incredible skill set and expertise of its world-class digital advertising experts,” said Ve Interactive North America Chief Operating Officer Stephen Polinsky. “This transaction led by Ve North America will help accelerate Ve's growth to combine targeted high-performing advertising solutions with uplifts from website performance software. Ve partners with eCommerce businesses to deliver high quality traffic with guaranteed sales conversions.”

“Michael Jones, CEO of eBay Enterprise Marketing Solutions said, "Ve and eBay Enterprise Display Retargeting is a natural fit and an exciting combination of a high

growth tech success story and a world-class digital marketing agency. Ve will now be able to accelerate its growth as a leading player in the global eCommerce and ad tech industries.”

About eBay Enterprise Marketing Solutions

eBay Enterprise Marketing Solutions enables brands and retailers of all sizes to deliver consistent omnichannel experiences across all retail touch points to attract and engage new customers and convert browsers into loyal buyers. With unrivaled flexibility and control, our clients accelerate performance marketing metrics and win with today’s digitally connected consumer. eBay Enterprise Marketing Solutions is headquartered in Wilkes-Barre, Pa. and has offices in King of Prussia, New York, San Francisco, San Jose, and Tempe.

About Ve

Ve is a multi award-winning technology company offering a suite of apps across one platform, which help online businesses successfully drive new traffic, reduce bounce rate, increase customer engagement and minimize website abandonment. The company supports over 10,000 domestic and multi-national online businesses and retailers in the delivery of real-time marketing communications at key points within their customers’ journeys. Tracking billions of transactions daily, Ve’s comprehensive data set provides unparalleled insights into customer activity, while driving each app to deliver highly-targeted content to customers based on their purchasing activity and profile.

Founded in 2009, Ve works across 26 languages and within 47 territories. Headquartered in London, the company has 34 offices worldwide. Ve North America, established in 2011, has headquarters in Boston and offices located in New York City, Santa Barbara Toronto, and Tempe, Arizona. www.veinteractive.com

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