



SRAX Releases People-Based Advertising Guide

SRAX guide unlocks how to turbo-charge ad targeting strategy through cross-device targeting precision

LOS ANGELES – July 20, 2017 – [SRAX](#) (NASDAQ: SRAX), an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels, today announced the release of a new guide: People-Based Advertising: How to Get Bigger Results by Targeting the Most Precise Audience. The guide is available to download by signing up at: <http://go.srax.com/people-ad-guide>.

SRAX's guide provides the knowledge and information to invest in people-based advertising, which leverages a range of customer and user data to identify and reach people in the advertising ecosystem.

“Connecting with each consumer individually, across devices, platforms and publishers is critically important in today's digital advertising marketplace,” said SRAX's CEO and Chairman Christopher Miglino. “Our People-Based Advertising guide is designed to inform and inspire brands and agencies to unlock the ultimate level of cross-device targeting precision.”

SRAX's People-Based Advertising guide covers the following for digital marketers and content owners:

- Why people-based advertising should be part of your strategy
- 5 ways people-based advertising will boost your business and your brand
- How people-based advertising with first-party data works
- What you'll need to turnaround your targeting strategy

To download SRAX's People-Based advertising guide, visit and sign-up at: <http://go.srax.com/people-ad-guide>.

ABOUT SRAX

[SRAX](#) (NASDAQ: SRAX) is an advertising technology company providing the tools to automate digital marketers and content owners' campaigns across digital channels. SRAX's tools amplify performance and maximize profits for brands in the healthcare, CPG, automotive, wellness and lifestyle verticals through an omnichannel approach that integrates all aspects of the marketing experience into one platform. The company's machine-learning technology identifies brands' core consumers and their characteristics discovering new and measurable opportunities to target, reach and monetize audiences driving online and offline sales lift. For more information on how SRAX delivers a digital competitive advantage to surpass today's marketing challenges, visit www.srax.com.

Safe Harbor Statement

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate," "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including, without limitation, statements made with respect to expectations of our ability to increase our revenues, satisfy our obligations as they become due, report profitable operations and other risks and uncertainties, all as set forth in our Annual Report on Form 10-K for the year ended December 31, 2016, as filed with the Securities and Exchange Commission. All forward-looking statements involve significant risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements, many of which are generally outside the control of Social Reality and are difficult to predict. Social Reality undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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