

SRAX Acquires OpenDSP's Demand-Side Platform

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Technology acquisition complements and strengthens SRAX Platform's capabilities for digital marketers and content owners to reach valuable audiences



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Oct 02, 2017, 09:00 ET

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LOS ANGELES, Oct. 2, 2017 /PRNewswire/ --SRAX (NASDAQ: SRAX) today announced the acquisition of Demand Side Platform (DSP) technology from OpenDSP, a privately-held company. The technology focuses on marketing experimentation, intelligence and optimization for brands and agencies.

"OpenDSP has developed a unique DSP with exciting Real-Time Bidding (RTB) and targeting capabilities that will fit perfectly into the SRAX Platform," said Christopher Miglino, CEO and Chairman of SRAX. "Not only does the technology acquired complement our DSP, but it will also be powerful and valuable to the buy-side of our business serving brands and agencies."

The OpenDSP technology delivers an open DSP for Real-Time Bidding (RTB), including comprehensive tools for media buying, data collection, management, analytics and optimization. Built on the cloud, OpenDSP was developed as an in-house advertising technology.

Financial terms were not disclosed.

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.

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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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