**140 Proof Introduces Rich Media Social Ads for Mobile**



*New 140 Proof ad unit maximizes consumer engagement by combining rich media elements such as video with 140 Proof’s interest graph targeting*

**SAN FRANCISCO – February 19, 2013 –** Social advertising company [140 Proof](http://www.140proof.com/) today announced the launch of new Rich Media Ad Units, expandable social ad units that enable full-screen takeovers with high-resolution photos, video clips, and maps within mobile banner ads. These are the first rich media ads for mobile to be targeted based on people’s interests to maximize engagement and increase brand lift. The new ad units will run at the top of the social stream within 140 Proof’s network of web, smartphone, and tablet sites and apps that are connected to Twitter, Facebook and other social networks.

Rich media social advertising opens the door for brands to create sophisticated, powerful and engaging ad campaigns with seamless in-app and in-browser opportunities. 140 Proof’s Rich Media Ad Units offer marketers more creative control for campaign execution, innovative ad formats and real-time performance analytics to track and optimize campaigns.

“We know that purchase intent increases significantly when customers are engaged. Combining creative and interactive rich media ads with our interest graph will enable brands to engage customers in new and finely-targeted ways,” said Jon Elvekrog, CEO of 140 Proof.

140 Proof Platform is powered by proprietary interest graph technology. Growing at a rate of over two billion data points per day, the interest graph is composed of publicly available online social data such as Likes, Follows and the connections between people brands, products, and influencers. 140 Proof measures the social spectrum of interests, capturing signals from Facebook, Twitter, Google+, Foursquare, Pinterest, Instagram and other social sites to deliver relevant, high-performing social ads.

**About 140 Proof**

140 Proof is the leading social advertising service, providing brand advertisers a simple and effective way to reach millions of consumers primed to discover and share. The company delivers highly targeted, native, sharable ads across the millions of web, smartphone, and tablet sites and apps connected to Twitter, Facebook and other social networks. 140 Proof’s Interest Graph targeting utilizes stream-analysis technologies to match ads to the target audience based on public social cues like who they follow and keywords in their feeds. The solution is native, is optimized for social and additive to the user experience, including both in-stream, standard and rich media units. Social is everywhere – 140 Proof is headquartered in San Francisco and has additional field offices in New York, Los Angeles, Chicago, Dallas and Detroit. More at [http://www.140proof.com](http://www.140proof.com/)

##

**Media Contact**

Meredith Obendorfer

415-321-1882

[press@140proof.com](mailto:press@140proof.com)