For Immediate Release

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BrightInfo Builds Act-On Connector to Help Digital Marketers Boost Engagement and Conversions Across Owned & Paid Media

Businesses powered by Act-On can now easily increase conversions across website and paid media channels with personalized content offers

TEL AVIV – July 1, 2015 – BrightInfo, the leading provider of automated solutions for turning content into conversions, launched its new integration with Act-On Marketing Automation. Businesses powered by Act-On can now easily increase conversions across website and paid media channels with personalized content offers.

BrightInfo revolutionizes the way businesses sell through content across owned and paid media with personal, data driven content recommendations. It dynamically delivers the most personalized, relevant content to each anonymous visitor, increasing online conversion rates by up to 76 percent - automatically.

With optimized solutions for corporate websites, blogs and landing pages, content recommendations are made at every online interaction, and help to advance anonymous visitors through the buying journey toward becoming a customer.

In addition, BrightInfo can extend content recommendations onto professional publications to have render next to relevant articles, in an effort to engage prospects early in the buyers' journey - as they start the initial discovery process and begin industry research. BrightInfo's native ads help to generate high quality prospects at unprecedented conversion rates.

"Our data shows that one of the biggest challenges for B2B marketers is to engage anonymous traffic and turn it into leads and opportunities" said Kfir Pravda, CEO at Pravda Media Group, partners of Act-On and BrightInfo."We've been using BrightInfo native ads as well as BrightInfo for owned media optimization on our own site as well as customer sites. Setup was a breeze and

BrightInfo immediately provided a value in leads and engagement. that's why connecting BrightInfo and Act-On increases the value of both systems."

Built to work right out of the box, BrightInfo requires virtually no manual effort and no changes to website content, tagging or organization. Built-in reports and analytics provide insights about the business content engagement and visitor interests to assist ongoing optimization of the online experience.

"With BrightInfo we are able to serve up content recommendations based on engagement data, and therefore can offer our blog visitors a differentiated user experience," said Rachel Rosin, Marketing Programs Manager at Act-On. "BrightInfo has helped us increase conversions from our blog by delivering personalized content offers for site visitors. In addition, the simplicity of the tool enabled us to be up and running in minutes, and the ROI was immediate!"

With the new BrightInfo Act-On Integration, Act-On users can:

• Recognize known leads and target anonymous visitors uniquely

• Enrich BrightInfo-assisted leads within Act-On with extra data for segmentation and analysis

• Push leads generated through BrightInfo dynamic forms directly into Act-On in real-time

More information about the BrightInfo for Act-On integration available here: http://www.brightinfo.com/act-on-integration/

Concludes Boaz Grinvald, CEO of BrightInfo, "The rules have changed and buyers are conducting their research anonymously online. It is paramount for businesses that want to thrive in this new reality to engage with their anonymous prospects across owned and paid media channels, in an effort to convert them into customers more readily.

About BrightInfo
BrightInfo revolutionizes the way businesses sell through content across owned and paid media with personal, data driven content interactions.
The company's marketing personalization technology leverages content marketing to offer the most relevant content to each anonymous visitor – dynamically, in real-time and on each page visited – be it on your website, on professional publications, or both.
Businesses of all sizes leverage BrightInfo increase lead generation by an average of 30%-50%, as it requires no configuration or customization and delivers value within minutes of sign up. Its unique content analytics further improve content marketing ROI for businesses.
To learn more, visit www.brightinfo.com.