



## The Federation for Internet Alerts (FIA) Expands Reach of Global Emergency Communications Network with Addition of New Partners

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### Real-time life-saving alerts about missing children and severe weather dramatically improves awareness and notification processes

FIA was founded in 2013 by digital marketing agency [Conversant](#) (recently acquired by [Epsilon](#)) and global media investment company GroupM to leverage commercial online and mobile advertising technology to expand the reach of AMBER Alerts for the National Center for Missing & Exploited Children (NCMEC). Since then, the vision now encompasses warning people in affected areas about any kind of critical hazard.

FIA has brought more than 500 million dynamic AMBER Alert impressions to over 100 million devices during 686 abductions, driving record traffic to AMBER Alert posters on NCMEC's website that can be shared or printed to assist in locating the child. The alerts are targeted to people in the geographic area where law enforcement believes the abducted children are located. In addition, FIA has delivered in excess of 8.5 million messages for tornado warnings issued by the National Weather Service.

"Conversant uses online and mobile advertising technology to replace online ads with real-time geo-targeted emergency alerts," said Jason Bier, chief privacy officer at Conversant. "With this functionality, alerting authorities have the ability to share the critical information immediately, anywhere in the world and in the user's preferred language."

Messages are designed to be instantly recognizable and consistent across smartphones, tablets, notebook and desktop computers. Once vital information is received from the alerting authorities, alerts are issued within one to two seconds, driving immediate awareness about imminent dangers to individuals in affected areas.

FIA partners are expanding the types of alerts delivered to consumer devices to include imminent threat alerts related to other critically missing children that are not AMBER Alerts, as well as additional emergency warnings such as tornadoes, tsunamis, floods, earthquakes and volcanoes.

"Epsilon is pleased to expand this delivery system with other companies that see the benefit of collaboration and the massive impact it is having to help save lives," said Bryan Kennedy, Chief Executive of Epsilon/Conversant. "Through FIA's Push Hub, a scalable messaging hub that Conversant designed, we are able to connect with organizations like AOL and AppNexus to exponentially increase the number of AMBER Alerts and severe-weather impressions to geographic areas in real-time, and doing so in a coordinated effort to maintain message continuity."

### Comments from FIA Partners

"When a child is missing, the ability to act quickly can be critical to their safe recovery. FIA embraces the sense of urgency that is behind each missing child alert – both for AMBER Alerts and other critically missing child alerts – and allows us to reach the right people at the right time," said Linda Krieg, acting CEO of **NCMEC**. "With their commitment to Internet alerting, FIA and the online advertising industry are truly helping to rescue children and save lives."

"Connecting powerful media companies during a crisis when lives are in danger is not only possible, it's happening every day. FIA represents an advancement in providing people with information that can save lives and reunite families. Through this effort as a FIA Partner, AOL will mobilize many more people and bring additional resources to aid in the rescue and recovery of abducted children." – Don Kennedy, President, **Advertiser Platforms, AOL**.

"AppNexus is proud to be a FIA Partner. Our company's core mission is to build a better internet, and nothing could be more important than putting our technology to good use by helping the authorities protect the safety of children." – Brian O'Kelley, CEO, **AppNexus**.

"Rocket Fuel is proud to be a partner in the FIA initiative and to contribute our technology to serve geo-targeted Amber alert messages that inform the public in geographic areas where children are missing. FIA is a visionary and creative way to bring the power of the Internet and ad targeting technology to child safety." – George John, Chairman and Founder of **Rocket Fuel**.

"xAd is proud to support FIA in its efforts to help recover abducted children quickly and safely. xAd provides FIA with the speed and accuracy to reach mobile users in places and areas of interest to aid law enforcement's search efforts. Together, xAd and FIA bring real-time relevance to mobile users that has the ability to save lives." – Dipanshu Sharma, CEO and Founder of **xAd**.

"We are proud to join FIA, coming together as leaders in the advertising industry to unite existing technologies during a crisis to deliver recognizable, life-saving messaging to users in real-time. I encourage everyone in our industry to come together to help this organization succeed in its mission." – John Montgomery, **GroupM's** COO and Chairman of the **4A's Media Leadership Council**.

### **About the Federation for Internet Alerts**

FIA Partners relay alerts for serious events such as child abductions or the imminent threat of a tornado or other hazard. Alerts are displayed immediately using the latest information from official authorities. FIA's emergency alerts override or overlay other online messages to display this urgent information to the areas impacted.

A complete list of FIA Partners and Supporting Authorities can be found at [www.internetalerts.org/partners](http://www.internetalerts.org/partners).

### **About Epsilon**

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require. Recognized by Ad Age as the #1 World CRM/Direct Marketing Network and #1 U.S. Agency from All Disciplines, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an [Alliance Data](#) company. For more information, visit [epsilon.com](http://epsilon.com), follow us on Twitter [@EpsilonMktg](#) or call 1 800 309 0505.

**About Conversant, Inc.**

Conversant, Inc. is the leader in personalized digital marketing. Conversant helps the world's biggest companies grow by creating personalized experiences that deliver higher returns for brands and greater satisfaction for people. We offer a fully integrated personalization platform, personalized media programs and the world's largest affiliate marketing network - all fueled by a deep understanding of what motivates people to engage, connect and buy.

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