



## QuinStreet, Inc. Acquires Digital Marketing Agency—CloudControlMedia

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### Performance marketing leader gains the ability to expand proprietary marketing platform

Foster City, CA, May 10, 2019 (GLOBE NEWSWIRE) -- [QuinStreet, Inc.](#), a leader in performance marketplace products and technologies, today announced the acquisition of [CloudControlMedia](#), a digital marketing agency based in Annapolis, Maryland.



QuinStreet's performance marketing technologies enable clients to reach highly-segmented consumer groups with great efficiency. The acquisition broadens QuinStreet's market reach and the application of its core technologies via more products and service solutions, outside of its core media marketplace model. The combination enables CloudControlMedia to design and deliver complex marketing campaigns more effectively and at greater scale for its clients utilizing QuinStreet's revolutionary technologies. The agency will maintain autonomy to design the most effective campaigns, customized to each client's needs.

Utilizing the QuinStreet Media Platform (QMP), CloudControlMedia and its clients will be able to optimally manage and gain deep visibility into all media channels including paid search, organic search, social media, display, radio, and TV. Through granular source segmentation, right pricing to key performance indicators, and media source transparency, the QMP platform allows clients to:

- Compare all media channel sources and segments relative to one other
- Benefit from algorithms that determine optimal right pricing and budget allocations across sources and segments
- Achieve 20-40% cost savings on marketing spend within a few months

"QuinStreet and CloudControlMedia's focus on managing complex digital marketing campaigns at scale and delivering outstanding results for clients is well-aligned," notes Nina Bhanap, QuinStreet's President, Products & Technology.

CloudControlMedia will become a wholly-owned QuinStreet subsidiary, with the ability to make independent decisions in its clients' best interests while being able to rely on QuinStreet for execution, including via the QMP technology platform.

"Our number one goal is our clients' flourishing growth," adds Casey Cook, founder and CEO of CloudControlMedia. "We are experts in understanding every stage of our clients' customer life cycle. Now, with QuinStreet's QMP technology, we will be the first digital agency with the ability to de-aggregate data across channels in real time, and right price down to the media source and segment across all marketing channels."

"Great companies solve problems," adds Mr. Cook. "The QMP technology is exactly what our clients, our media partners and the industry needs."

#### About QuinStreet, Inc.

QuinStreet, Inc. (Nasdaq: [QNST](#)) is a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. QuinStreet is committed to providing consumers and businesses with the information and tools they need to research, find and select the products and brands that meet their needs.

#### About CloudControlMedia

[CloudControlMedia](#) is a performance-based digital marketing agency that tracks critical milestones in consumer interactions, enabling clients to optimize campaigns, meet marketing objectives and maximize ROI on marketing spend.

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