

IXI™ Acquires Cohorts®

On July 25, 2007, IXI™ Corporation completed acquisition of Denver-based [Cohorts](#) bringing together unparalleled capabilities to understand and target consumers and communicate with them more effectively — delivering measurable improvements to clients' marketing ROI.

With this acquisition, IXI has aligned its industry leading household-based financial segmentation and scoring solutions with [Cohorts](#)—the most actionable household-level demographic and behavioral segmentation tool in the marketplace today.

The resulting new product suite offers a powerful combination of benefits that is unavailable in any of today's traditional geo-demographic, life-stage or financial segmentation tools. Featuring superior targeting and segmentation effectiveness, the enhanced product offerings will combine the consumer wealth, asset, investment, and spending solutions derived from IXI's Direct-Measured™ financial data—currently representing over 48 percent of U.S. consumer assets – with [Cohorts'](#) proven approach to versioning offers and messages in order to dramatically increase response rates, sales and customer loyalty.

Why [Cohorts](#)?

With this acquisition, IXI continues to deliver on the promise to invest in advanced household segmentation solutions to dramatically improve the efficiency and precision of client marketing programs.

For IXI▶ Net Members, this acquisition delivers on our commitment to invest in advanced household segmentation solutions to dramatically improve the efficiency and precision of your marketing programs. With more new solutions delivered to the marketplace than any marketing information provider over the last three years, the addition of [Cohorts](#) to our solution set is the natural progression as we assemble best-in-class tools and approaches to serve your needs.