**Sticky Wins iMedia 2013 Next Wave Award**

NEW YORK, NY--(Marketwired - Oct 24, 2013) - [**Sticky**](http://ctt.marketwire.com/?release=1062513&id=3584209&type=1&url=http%3a%2f%2fwww.sticky.ad%2f)**, the only media technology company that provides a platform to ensure display ads actually get seen, was awarded iMedia's Next Wave Award on Tuesday night. The competition, which took place as part of iMedia's Breakthrough Summit in Austin, TX focused on the technologies, companies and individuals driving innovation and growth within the marketing and digital space.**

Sticky was selected as a finalist based on strengths across the following criteria:

* Innovation and disruptiveness of Sticky's solution
* Confidence in the team behind the company
* Ability to integrate with existing systems
* Potential to scale
* Quality and relevance of Sticky's test cases
* Caliber of financial backing

Each finalist was invited to present their solution to summit attendees, comprised of leading Brand and Agency marketers. Summit attendees voted via their mobile phones and Sticky was announced the winner at the Next Wave Award Ceremony on the conference's closing night.

Jeff Bander, President of the New York City-based Sticky, said winning the Next Wave award was a testament to the measurable ROI solutions that Sticky provides.

"We're thrilled about winning the Next Wave award," Bander said. "iMedia's Breakthrough Summit draws some of the world's biggest brands, including Coca-Cola, MasterCard, Universal Studios Orlando, American Airlines, Oakley, Xbox and Intel; and to be selected by them as one of the industry's most promising new solutions, validates the hard work our team is doing to revolutionize the online world."

It has become clear that viewability was just a start. Sticky goes beyond determining whether ads were viewable or in-screen, to identify the ads that were actually seen by consumers. This is achieved through a state-of-the art online webcam eye tracking technology, which monitors consumers' eye movements to verify which ads are actually seen and for how long. Sticky's technology tracks ad placements and creatives across sites, determining the real cost of SEEN ad placements.

For more information please visit [www.sticky.ad](http://ctt.marketwire.com/?release=1062513&id=3584212&type=1&url=http%3a%2f%2fwww.sticky.ad).  
  
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About Sticky  
Sticky is the only media technology company that provides a platform for ensuring that display ads get seen. Sticky's disruptive technology provides brand advertisers with objective data to improve their digital performance, and can be used in conjunction with all their partners in the digital ecosystem to increase ROI. [www.sticky.ad](http://ctt.marketwire.com/?release=1062513&id=3584215&type=1&url=http%3a%2f%2fwww.sticky.ad%2f)

About iMedia  
Founded in 2001, iMedia is a community that inspires and propels the industry's most powerful digital marketing partnerships, professionals, and ideas through a number of yearly conferences and its media property, [iMediaConnection.com](http://ctt.marketwire.com/?release=1062513&id=3584218&type=1&url=http%3a%2f%2fcts.businesswire.com%2fct%2fCT%3fid%3dsmartlink%26url%3dhttp%253A%252F%252Fwww.imediaconnection.com%26esheet%3d50285238%26lan%3den-US%26anchor%3diMediaConnection.com%26index%3d4%26md5%3d99b10eefe990248077bbf57ff64bf312). iMedia, NA, is part of dmg :: events, a global leader in producing digital marketing industry events, including ad:tech and CMO Collective Summits. [www.imediaconnection.com](http://ctt.marketwire.com/?release=1062513&id=3584221&type=1&url=http%3a%2f%2fwww.imediaconnection.com%2f)