



## **BELL MEDIA PARTNERS WITH INFLUICITY TO PROVIDE CLIENTS WITH FULL ACCESS TO INFLUENCERS**

**Toronto, Canada, March 14, 2017** — Bell Media announced today a new partnership with Influicity, the world's leading influencer marketplace and campaign management platform. As the exclusive Canadian broadcaster with access to the platform, Bell Media can now provide its clients with unparalleled access to the universe of social influencers. Bell Media also delivers discoverability of the perfect influencer from a centralized marketplace to develop impactful marketing campaigns.

Bell Media is already an expert in the field of cultivating and reaching the top influencers through its discovery and development of in-house talent and via its stable of influencers at Much Digital Studios.

“Given our success with Much Digital Studios, we were looking to expand our footprint in the social influencer world to include our other brands,” said Alyson Walker, Vice-President, Brand Partnerships. “The Influicity platform offers the most benefits for our advertisers by giving them the ability to connect, measure, and collaborate with 100% of social influencers globally.”

Influicity indexes over a billion influencers from across the social media spectrum, regardless of their network or affiliation. Through the platform, Bell Media can cultivate and curate the ideal talent rosters based on advertisers' needs. In addition to offering global scale, Influicity provides access, simple searchability, project management, communications services, and analytics tools that show reach and value.

“The full suite of features on Influicity ensures that Bell Media can serve its clients with unparalleled levels of service,” says Jonathan Davids, Founder & CEO of Influicity. “We're excited to partner with Bell Media as they continue to break new ground with the next generation of talent.

### **About Influicity**

Influicity is a leading influencer media company, trusted by brands, media buyers, and publishers to manage all aspects of their influencer marketing operations. While many fragmented solutions exist to identify influencers, provide analytics, and run campaigns, Influicity is the industry's first global influencer buying & management platform. By combining inventory on 100% of the influencer population, along with a full activation console (i.e. payment processing, contracts, collaboration tools, etc.) Influicity is enabling brands to scale their influencer activities across the world.

The company has clients in the US, Canada, Australia, and the UK.