



SOURCE: Multichannel



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Multichannel.Net Selected as a 2013 Red Herring Top 100 Global Winner

SANTA MONICA, CA--(Marketwired - Nov 21, 2013) - Red Herring announced its Top 100 Global in recognition of the leading private companies from North America, Europe, and Asia today, celebrating these startups' innovations and technologies across their respective industries.

Red Herring's Top 100 Global list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Global to the Top 100 Winners. We believe **Multichannel.Net** embodies the vision, drive and innovation that define a successful entrepreneurial venture. **Multichannel.Net** should be proud of its accomplishment, as the competition was the strongest it has ever been."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track records and standing of startups relative to their peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models from around the world.

About Red Herring

Red Herring is a global media company, which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums, including print, online and exclusive events worldwide. Red Herring provides an insider's access to the global innovation economy, identifying new and innovative technology companies and entrepreneurs. Its Red Herring 100 awards for North America, Europe, Asia and Global have recognized more than 5,000 companies in their early stages, including Baidu, Google, eBay, Skype. For more information please go to: <http://www.redherring.com/events/>

About Multichannel

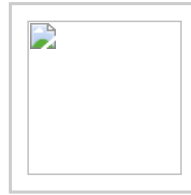
Multichannel is the first fully automated digital marketing platform with an integrated dashboard built to optimize the management of ad campaigns on various channels through a single automated, AI-empowered solution. Multichannel's inspired tools for advance optimization utilize artificial intelligence for data analysis, bid management and click fraud blocker, allowing for ideal budget optimization delivering the best results for advertisers and enables marketing teams to focus more on strategy and less on administrative tasks. Through a multitude of languages, currencies and regulatory barriers, this cloud-solution allows for the *optimal* ad spend and reach, by analyzing data

through a smart algorithm and combining various distribution channels into a single platform.

Multichannel's team currently comprises 35 people in six offices worldwide, including Hong Kong, Mountain View, Calif., Shanghai, Moscow and Munich.

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