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New Forbes and SITO Institute Research Reveals How Marketers Derive Better Returns and Increase Enterprise Value Through Location Data

JERSEY CITY, N.J., Aug. 02, 2018 (GLOBE NEWSWIRE) -- New research from Forbes and the SITO Institute for Consumer Behavior and Location Sciences shows how high-performing marketers (exceeding growth plans by over 25%) are achieving 5% better returns on marketing investments and over 7% higher levels of growth performance by deploying data-driven marketing performance systems to make better decisions about marketing resource allocations, creating better brand engagement, demand generation and sales outcomes. Download the report here: <https://bit.ly/2vr5zgO>

Location intelligence has emerged as the critical ingredient to building predictive real-time marketing measurement models that create value and growth at scale across the entire marketing mix. Mobile media and applications represent the world's largest living data universe, with an installed base of 2.8 billion users who spend 3.3 hours a day on smartphones.

"The Forbes report shows that location data is (or should be) the cornerstone of consumer insights that drives go-to-market strategies. The ability to track consumer behavior over time and in-the-moment allows for real-time marketing and personalization, which leads to better customer engagement, improves marketing efficiency and drives better business outcomes that impact enterprise value," said Bruce H. Rogers, Founding Managing Director of the SITO Institute for Consumer Behavior and Location Sciences.

"Location-based data insights can help organizations unlock significant value by eliminating the obstacles to aggregating, integrating and developing models that connect online and offline channels and by demonstrating the downstream sales impact of upper funnel marketing investments and actions, improving measurement competency, customer understanding and marketing effectiveness," said Stephen Diorio, Principal Analyst for the Forbes CMO Practice and the author of the report. "We're pleased to partner with the SITO Institute to bring this practice to light."

The report further shows that location-based attribution and targeting analysis has emerged as a key organizational competence, improving measurement capabilities, customer understanding and marketing effectiveness. Leading brands in the automotive, restaurant, retail, entertainment and media industries are using location-based customer behavioral data to create enterprise value.

The research identified three ways that high-performing marketers are taking advantage of real-time location intelligence insights to improve marketing performance. Highly accountable marketers are partnering with top location insights providers to:

- Establish a process to continuously improve location accuracy and precision by aggregating location intelligence from multiple data sources and validating it by cross-referencing visitation, cartographic, pattern and device data.
- Systematically resolve location-based intelligence around a single customer identifier to connect online and offline media and customer touch points and attribute upstream marketing actions to downstream sales outcomes using multi-touch attribution.
- Incorporate location-based insights into multi-touch attribution and marketing mix models to understand the performance of more elements of the marketing mix and stages of the journey to better support marketing strategy, targeting, investment and resource allocation.

Learn more about the research here: <https://bit.ly/2vr5zgO>

About SITO Mobile, Ltd.

SITO is a leading mobile data technology company that provides brands customized, data-driven solutions spanning strategic insights and media campaign delivery services. Through Consumer Behavior and Location Sciences™, SITO explores the consumer journey and presents powerful strategic knowledge assets and actionable insights for executives and strategic decision makers looking to understand and influence consumer behaviors.

Brands and agencies rely on SITO as a strategic partner for real-time understandings of customer movements, interests, actions, associations, and experiences, ultimately providing increased clarity for better business decisions. The Company is headquartered in Jersey City, New Jersey and its common stock is publicly traded on the NASDAQ Stock Market under the ticker symbol "SITO." For more information regarding SITO's science, technology and solutions spanning media and research, please visit www.sitomobile.com.

Cautionary Statement Regarding Certain Forward-Looking Information

This press release contains forward-looking statements. These statements are based on our management's beliefs and assumptions and on information currently available to our management. Forward-looking statements include statements concerning the following: SITO's plans and initiatives; our possible or assumed future results of operations; our ability to attract and retain customers; our ability to sell additional products and services to customers; our competitive position; our ability to recruit additional, highly-qualified candidates to our Board, our industry environment; and our potential growth opportunities. You should not place undue reliance on forward-looking statements, because they involve known and unknown risks, uncertainties and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under "Risk Factors" in our Annual Report on Form 10-K, for the year ended

December 31, 2017, our Quarterly Report on Form 10-Q for the quarter ended September 30, 2017, and the reports we file with the SEC. Actual events or results may vary significantly from those implied or projected by the forward-looking statements due to these risk factors. No forward-looking statement is a guarantee of future performance. You should read our Annual Report on Form 10-K, our Quarterly Report on Form 10-Q and the documents that we reference in our Annual Report on Form 10-K, our Quarterly Report on Form 10-Q and have filed as exhibits thereto with the Securities and Exchange Commission, or the SEC, with the understanding that our actual future results and circumstances may be materially different from what we expect. Forward-looking statements are made based on management's beliefs, estimates and opinions on the date the statements are made and we undertake no obligation to update forward-looking statements if these beliefs, estimates and opinions or other circumstances should change, except as may be required by applicable law. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements.

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