

iClick Launches New Marketing Analysis Tool - iNsights

HONG KONG, Sept. 28, 2020 /PRNewswire/ -- iClick Interactive Asia Group Limited ("iClick" or the "Company") (NASDAQ: ICLK), an independent online marketing and enterprise data solutions provider in China launched its flagship marketing analysis tool, iNsights, which gives brands in-depth and actionable consumer behavior insights to drive more effective marketing campaigns.

iNsights is an efficient one-stop tracking solution that tracks and analyzes cross-channel campaigns covering China and overseas markets, eliminating the difficulties of using multiple marketing tracking systems. Utilizing full-data analytics to produce reliable and accurate insights, iNsights provides brands a better understanding of marketing-driven traffic as well as on-site audiences behaviors and facilitates more effective re-targeting. It also embraces a user-friendly dashboard that renders complicated data into visualized interactive graphics that deliver actionable insights.

As a strong addition to iClick's iSuite solution, iNsights empowers global marketers to efficiently track and analyze audience behavior during marketing campaigns and enables them to re-target audiences more precisely. Combined with iAudience, iAccess, iActivate and other iSuite products, iNsights completes the full campaign cycle including the identification of target audiences, omni-channel ad placement, marketing campaign analytics and look-alike remarketing, empowering more effective long-term ad campaigns across multiple markets.

"iNsights effectively addresses the difficulties presented to marketers by the shallow insights provided by raw data and selective sampling data analysis, as well as the inconvenience and incomparability of multiple tracking systems for different regions," said Frankie Ho, President of International Business at iClick. "Our recent update of iAudience and the launch of iActivate and iNsights are part of iClick's commitment to continually build up and develop the best full-stack solutions for global marketers. iClick has always devoted itself to helping brands gain a better and deeper understanding of markets in real time and to creating the best marketing strategies driven by data and advanced algorithms."

About iClick Interactive Asia Group Limited

iClick Interactive Asia Group Limited (NASDAQ: ICLK) is an independent online marketing and enterprise data solutions provider that connects worldwide marketers with audiences in China. Built on cutting-edge technologies, iClick's proprietary platform possesses omni-channel marketing capabilities and fulfils various marketing objectives in a data-driven and automated manner, helping both international and domestic marketers to reach their target audiences in China. Headquartered in Hong Kong, iClick was established in 2009 and is currently operating in ten locations worldwide including Asia and Europe.

For more information, please visit ir.i-click.com.

Safe Harbor Statement

This announcement contains forward-looking statements, including those related to the Company's business strategies, operations and financial performance. These statements constitute "forward-looking" statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Such statements are based upon management's current expectations and current market and operating conditions and relate to events that involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and many of which are beyond the Company's control. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: the Company's fluctuations in growth; its success in implementing its mobile and new retail strategies, including extending its solutions beyond its core online marketing business; its success in structuring a CRM & Marketing Cloud platform; relative percentage of its gross billing recognized as revenue under the gross and net models; its ability to retain existing clients or attract new ones; its ability to retain content distribution channels and negotiate favorable contractual terms; market competition, including from independent online marketing technology platforms as well as large and well-established internet companies; market acceptance of online marketing technology solutions and enterprise solutions; effectiveness of its algorithms and data engines; its ability to collect and use data from various sources; ability to integrate and realize synergies from acquisitions, investments or strategic partnership; fluctuations in foreign exchange rates; and general economic conditions in China and other jurisdictions where the Company operates; and the regulatory landscape in China and other jurisdictions where the Company operates. Further information regarding these and other risks is included in the Company's annual report on Form 20-F and other filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and the Company undertakes no obligation to update any forward-looking statement, except as required under applicable law.

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