



### **Rhiza Launches *Rhiza for Marketing***

*New Product Simplifies Discovery of Consumers' Profile and Behaviors via Big Data  
BBC Worldwide First to Use Product as Flagship Client*

**Pittsburgh, PA, May 21, 2015** – Rhiza, an online platform pioneering the way marketers and salespeople make Big Data actionable, announced the launch of *Rhiza for Marketing*, a new tool designed to sort through large datasets and pinpoint actionable insights. Using the product, marketers can easily and efficiently discover granular characteristics on existing and prospective customers, faster than ever before.

*Rhiza for Marketing* was created to enable marketers to ask different questions about their customers and connect the dots between datasets to discover constellations of human behavior. The tool offers a range of visualizations to showcase data and simplifies the process of cross-tabbing through highly automated processes. Marketers can use the web-based tool to derive new insights about their customers and their competition, identify locations and behaviors of their most promising prospects, suggest winning strategies to reach targets and analyze the impact of a message across any type of media, including: television, print, digital and social. The tool also simplifies the process of profiling behavior, with the ability to create compelling infographics that compares data points across a segment, such as women, ages 18 to 25, who regularly watch television.

“We developed *Rhiza for Marketing* with marketers in mind,” said Josh Knauer, CEO of Rhiza. “Big Data has transformed the way marketers do their jobs, but using it and acting upon it can be challenging. *Rhiza for Marketing* lets users easily derive key insights from multiple, large datasets that can be used to power campaigns. Our goal in creating this product is to empower marketers to incorporate the available information into their decision making process so they can strategically develop better ways to engage with audiences.”

*Rhiza for Marketing* launched with BBC Worldwide as the flagship client, which uses the product to manage its proprietary data. With the tool, BBC Worldwide is working to enable its staff around the world to easily craft custom summary reports profiling its consumers. This includes reports such as the latest information on how an audience consumes television alongside other media consumption and how BBC can best engage them with its brands. With a wide range of content, business partners and countries, BBC Worldwide needs to enable its staff to customize and tailor these reports quickly and easily.

“We are using *Rhiza for Marketing* as a resource to empower our staff to quickly and easily cut, present and use the valuable data we have available,” said David Boyle, EVP, Insights at BBC Worldwide. “With Rhiza, my team is working on bringing together disparate data points, giving us a more complete picture of consumers and their behavior through a simple process. We are using *Rhiza for Marketing* to help our people around the world gain valuable insights that will allow them to build engagement with our shows.”

*Rhiza for Marketing* supports a range of data sources, from large commercial providers and third party data to proprietary datasets. Whether marketers are working with their own consumer survey data, internal brand data, or datasets from companies like Nielsen or IHS/Polk, *Rhiza for Marketing* enables them to seamlessly view all datasets in one place, with the ability to cross-reference between sources.

For an exclusive opportunity to join the next generation of data driven marketers visit:  
[go.rhiza.com/RhizaforMarketing](http://go.rhiza.com/RhizaforMarketing).

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**About Rhiza**

Rhiza is an online platform pioneering the way marketers and salespeople make Big Data actionable. The easy-to-use platform allows anyone to create a polished, data-driven marketing presentation in minutes, exported straight to PowerPoint, mobile devices or the web. With Rhiza's tools, users can visualize, analyze, understand and share information derived from disparate data sets, delivering detailed recommendations based on integrated consumer insight. Rhiza, which is headquartered in Pittsburgh, PA, has increased revenue for media companies and consumer brands, and is used by a rapidly growing list of major brands, including: BBC Worldwide, Comcast, Univision, Cox Media, Gamut and Cox Reps. For more information, please visit [rhiza.com](http://rhiza.com).