

## **BrightTag ONE™ Digital Marketing Integration Platform Receives Broad Industry Support**

**Interclick, Aggregate Knowledge, Turn & Marin Software Among the First Partners to  
Connect to BrightTag ONE™, Eliminating Legacy Browser-Based Tracking Code**

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"BrightTag's data integration model can address a major problem in digital marketing," said Bruce Biegel, Managing Director, Winterberry Group. "There's a large and rapidly increasing landscape of companies bringing innovation to the marketplace, but that innovation has come at a growing price as data needs to move between first and third parties. Server-to-server integration is a solution that promises to make digital marketing faster, cleaner, more transparent and more valuable for all parties."

*To read the entire article, please visit [BrightTag ONE™](#)*