FMI Associate Member Search Results

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If you find information that needs to be updated, please email membership@fmi.org.

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Infillion Catalina

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Website:	www.catalinamarketing.com
Products / Services:	Advertising/Marketing and Design; Consulting Services; Technology Services; Other
Company Description:	Infillion is the first fully composable advertising platform, built to reduce complexity, waste, and opacity in digital media. Born from the unification of category-defining technologies, including MediaMath, TrueX, Gimbal, Drawbridge, and Catalina, Infillion connects demand, supply, data, and creative in a single platform with the transparency of the open web and the scale of walled gardens. Powered by exclusive deterministic purchase intelligence, Infillion enables verified, purchase-based targeting and optimization across the consumer journey through a composable infrastructure that serves media buyers and sellers, agencies, retailers, commerce networks, and enterprise clients. Whether through white-glove managed service, self-service, or agentic automation, Infillion empowers businesses to execute their unique strategies with zero-hop efficiency, proprietary AI logic, and radical data transparency. Headquartered in New York City, Infillion drives infinite outcomes from attention to action.
Primary Contact:	Ms. Chelsea Rowe Exec. Director, Corporate Events & Demand Generation