



Google Selects Shutterstock to Deliver Images Across Google Advertising Products

Shutterstock's advanced API technology easily integrates with Google's ad platform to visually enhance advertisements with high-quality imagery

NEW YORK, NY, July 12, 2016 -- Shutterstock, Inc. (NYSE: SSTK), a leading global provider of commercial imagery and music, today announced an API integration with Google. The image licensing deal provides Google's digital and mobile display advertising products, including AdSense, AdWords, and AdMob, with access to Shutterstock's collection of more than 90 million images for license.

The API integration further bolsters Google's mission to provide a quick and impactful advertising format to businesses and enable the easy creation and optimization of beautiful, responsive ads. Google's technology programmatically matches professional images to ad copy, while assessing the advertisement performance. Shutterstock's advanced, scalable API solution allows Google to easily test the performance of imagery with copy, directly inside its advertising products, making them more relevant to the increasing complexities of digital advertising.

"We developed our API and enterprise platforms to make it easy for companies like Google to access professional, high-quality content at scale and in a way that makes sense for their unique workflow," said Jon Oringer, Shutterstock's Founder and CEO. "We're excited that Google has selected Shutterstock as the partner to add a new visual element to these powerful ad formats".

"High quality images are essential to create engaging marketing for advertisers of all sizes. Shutterstock's API has enabled a fast and seamless integration to enable Google to offer Shutterstock's vast image library for digital advertising," said Woojin Kim, Director of Product Management at Google.

Google joins AOL, Salesforce and Sprinklr in integrating Shutterstock search capabilities directly into their products. Learn more about [Shutterstock's API](#) and enterprise solutions.

About Shutterstock, Inc.

Shutterstock, Inc. (NYSE: [SSTK](#)), is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#) and [music](#) to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 100,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 90 million images and 4 million video clips available.

Headquartered in New York City, with offices in Amsterdam, Berlin, Chicago, Denver, London, Los Angeles, Montreal, Paris and San Francisco, Shutterstock has customers in more than 150 countries. The company also owns [Bigstock](#), a value-oriented stock media provider; Offset, a [high-end image collection](#); PremiumBeat, a curated [royalty-free music](#) library; Rex Features, a premier source of [editorial images](#) for the world's media; and WebDAM, a cloud-based [digital asset management service](#) for businesses.

For more information, please visit www.shutterstock.com and follow Shutterstock on [Twitter](#) and on [Facebook](#).

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