



The AdRelevance Story

In the Beginning...

After five years in interactive advertising, Will Hodgman, co-founder of AdRelevance, grew tired of telling his clients to keep pouring money into their online campaigns without reliable data to back up his recommendations.

With clients looking to make their mark in the early days of the Internet economy, Will was at a loss to provide current data that accurately reflected the competitive landscape. Existing services used methodologies designed for traditional media channels unfit for online data tracking. Will searched in vain for timely, comprehensive data to give clients a statistical yardstick to develop effective online advertising campaigns.

Innovation in Advertising Measurement Technology

Will understood that the web required a new way of gathering advertising intelligence. He also suspected that an automated tracking solution more relevant to the web itself could be developed to rapidly extract the data. So in 1998, Will ventured out to create a method of collecting online advertising metrics and distributing the data on demand.

A few months later, consultant Linden Rhoads introduced Will to Dan Weld, PhD, a renowned guru of intelligent agent technology. Dan had recently worked with Jay Bartot, Craig Horman and Greg Lauckhart, a team of engineers developing Jango™, Netbot's intelligent shopping agent.

The team was intrigued by the challenge of Will's mission and believed that the solution lay in intelligent agents. Coincidentally, Jay had recently developed a crawling agent that searched the web for images, distinguishing which were advertisements and which were not. At the same time, Craig Horman developed ad identification algorithms to give web surfers an ad-free web browsing experience. These innovations would later become a cornerstone of the AdRelevance ad collection service.

Changing the Face of Online Ad Tracking

In December of 1998, Will, Jay, Craig and Greg founded AdRelevance in Seattle, WA. Offering the most innovative Internet advertisement measurement technology, AdRelevance quickly attracted and secured high-caliber investors, managers and developers. By September of 1999, AdRelevance started true online advertising tracking, offering clients the ability to track where, when, how frequently and how much is spent on online ads. In October of 1999, AdRelevance was acquired by the industry's leading digital media measurement company, Media Metrix, Inc. Supplementing their online advertising intelligence with Media Metrix audience, e-commerce and new media technology measurement data, provides AdRelevance with the most comprehensive and accurate picture of the Internet and digital media in the industry.

The Next Generation: AdRelevance 2.0 with Cloudprober

Less than one year later, AdRelevance is rolling out its revolutionary second-generation web measurement technology: AdRelevance 2.0 with Cloudprober. Only Cloudprober technology is designed with the changing landscape of the web in mind. Geographically distributed probes dynamically respond to web traffic patterns 24 hours a day to capture the most ad data, even from pages that may only be live for one day. Scanning over 1000 sites and more than one-half million unique URLs for ads, Cloudprober recognizes the page the ad appeared, the destination URL, the technology employed (including rich

media), the name of the advertiser and the promoted brand. With Cloudprober, AdRelevance offers a truly panoramic perspective of online advertising from 60,000 feet above the web.