



## **Corporate Fact Sheet**

### **Company Overview**

AdRelevance, a Jupiter Media Metrix Company, is the innovator in next-generation Internet advertising measurement technology. AdRelevance offers data on where, when, how and how much web marketers and their competition are advertising online. Founded in 1998 in Seattle, AdRelevance employs over 80 Internet advertising professionals, new media researchers, intelligent agent technology engineers and Internet sales and marketing strategists.

### **Absolute Online Advertising Intelligence**

AdRelevance provides web marketers, advertising agencies, web publishers, analysts and research firms with the most comprehensive, accurate and timely data available for tracking and analyzing online advertising activity. Using AdRelevance, subscribers can quickly generate reports and easily compare competitive advertising intelligence across a wide range of criteria including industry, industry-segment, advertiser, product, product/service segment, technology, time period and creative content. AdRelevance data can be reported by impression level, rate card-equivalent spending and unique ads.

### **The AdRelevance Advantage**

#### **Setting the Industry Standard**

Since 1998, AdRelevance has leveraged expert methodology, advanced technology and the highest quality backbone-level network and panel traffic data to provide the largest, most accurate advertising measurement standard in existence.

#### **A Generation Ahead**

AdRelevance, powered by second-generation Cloudprober technology, is the first and only online ad tracking system that actively adjusts itself as the web breathes and evolves – automatically deciding what web pages to visit for ads and how often to visit them based on actual traffic patterns.

#### **Superior Technology**

AdRelevance Cloudprober technology combs thousands of sites and sub-sites 24 hours a day for online advertisements – capturing virtually all advertising on the commercial world wide web.

#### **A Jupiter Media Metrix company**

AdRelevance online advertising intelligence is supplemented with Media Metrix' audience, e-commerce and new media technology measurement data providing the industry's most comprehensive and accurate picture of the Internet and Digital Media universe.

### **Management Team**

- Will Hodgman – Founder, President & CEO
- Jay Bartot – Founder, Chief Technology Officer
- Greg Lauckhart – Founder, Vice President of Engineering
- Craig Horman – Founder, Chief Scientist
- Marty Levin – Executive Vice President of Sales & Marketing
- Charles Buchwalter – Vice President of Media Research
- Michele Jackson – Vice President of Product Development

- Lisa Olson – Vice President of Operations

**AdRelevance**

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