



## Services Fact Sheet

### The Basics

AdRelevance, a Jupiter Media Metrix Company, offers the most comprehensive, accurate and up-to-date intelligence on where, when, how and how much web marketers and their competition are advertising online. Capturing virtually all advertising on the commercial web, AdRelevance provides an enormous competitive advantage to a wide range of online advertising professionals:

**Advertisers, Agencies and Design Shops** are empowered with the tools and data to literally reverse-engineer an advertiser's online communications strategy.

**Web Media Companies and Ad Networks** gain unprecedented insight to generate highly qualified advertising sales leads in real time.

**Analysts & Researchers** are equipped with the metrics to monitor advertising sales performance of Internet properties, compare competitive ad sales penetration and develop predictive revenue trend models.

### The Next Generation: AdRelevance 2.0

Back in 1999, AdRelevance forever altered the online advertising industry with its successful ad tracking technology debut. The first-born leader, now a generation ahead, proudly presents AdRelevance 2.0:

#### Powered by Cloudprober Technology

Only AdRelevance 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 a day. Scanning over 1000 sites and more than half-a-million URLs for ads, Cloudprober recognizes the page on which the ad appeared, the destination URL, the technology employed (including rich media), the name of the advertiser and the promoted brand.

#### Customized Reports at a Click

Using AdRelevance 2.0, subscribers can instantly generate customized, savable web-based reports that show media spending, impressions, placement and even an entire creative portfolio of the actual ads they choose. Subscribers can filter their search to find online advertising for a specific company, brand, product, product/service segment, industry or industry segment. AdRelevance reports are based on current data and delivered on demand with the click of a mouse.

#### AdAlert E-mail Notification

AdRelevance AdAlert service notifies subscribers via e-mail whenever online advertising events they define happen. Proactively pushing advertising intelligence and sales opportunities to a user's desktop, AdAlert virtually ensures that web advertising professionals never miss a competitive threat or sales lead again. AdRelevance is the only company that provides this scope of competitive advertising intelligence data via e-mail.

### **AdContact Prospecting Tool**

Powered by NRP's Red Book, AdContact instantly provides prioritized media buyer contact information within the AdRelevance interface. AdContact offers AdRelevance clients a continually updated database of the top 5000 Internet advertisers' media buyers.

## **Industry Value and Benefits**

### **Granular Reporting**

AdRelevance 2.0 captures ad activity on all levels of a site that receives visitor traffic, including channel and sub-channel measurement.

### **Exhaustive Measurement**

Impressions, rate-card equivalent spending and creative content are provided for all standard ad sizes.

### **Comprehensive Coverage**

AdRelevance measures and reports ads on over 1000 sites and more than half-a-million URLs.

### **Unparalleled Accuracy**

AdRelevance Cloudprober technology probes highly trafficked pages more frequently, thereby capturing all online ad activity at any given moment in time.

### **Measuring Rich Media**

From Flash to Enliven to custom Java banners and interactive ads, AdRelevance 2.0 reports all the most popular emerging ad types.

## **Pricing**

Annual subscriptions are priced by seat licenses desired.

## **Hardware & Software Requirements**

Standard 4.0 browser (Netscape or Microsoft Internet Explorer), minimum resolution 800 x 600. PC and Mac compatible. Please note: we do not support browser versions that are still in beta.