



Frequently Asked Questions

Q. What is AdRelevance?

A: AdRelevance is an information technology firm specializing in the automated retrieval and delivery of online advertising data. The AdRelevance Service enables marketers to measure where, when and how much their competition is advertising on the Internet.

AdRelevance is a wholly owned subsidiary of Media Metrix, Inc. (NASDAQ: MMXI), the pioneer and leader in Internet and digital media measurement.

Q: What unique benefits does the AdRelevance Service provide users?

A: The AdRelevance Service provides Web advertisers and marketers with the ability to plan more proactive online campaigns and make smarter buying decisions.

Using the AdRelevance Service, advertisers gain access to up-to-date intelligence about their competitors' online advertising programs. The service enables them to quickly and easily run reports based on a wide range of criteria, including advertiser, product, industry, Web site location, creative, time period and ad technology. Reports can be analyzed by impression numbers, unique ads and rate card-equivalent spending.

Currently, the service tracks competitive advertising data for ten industries: automotive, consumer goods, financial services, hardware & electronics, retail, software, telecommunications, travel, business to business and Web media. The company also provides a "cross industry" category to allow users to compare goods and services across all of the industries listed above.

Q: Why is there a need for this type of service?

A: For years, advertisers and media buyers have developed online media strategies based on best guesses and hunches. Now, using the AdRelevance Service, Web marketers have the ability to plan, place, develop and execute online campaigns within a competitive context.

Q: How important is it to have competitive online advertising information?

A: Knowing where your competition is spending their ad dollars is crucial in today's information-rich, brand-driven marketplace. Having access to

competitive data enables smart companies to benchmark advertising campaigns, identify potential sites on which to advertise, develop ad budgets based on what the industry leaders are spending, and monitor a competitor's strategy to make sure it doesn't outpace their own.

Q: What kinds of companies use AdRelevance?

A: AdRelevance's primary customers are advertisers, ad agencies, Web media sales teams, service firms and analysts.

Q: What are some common situations in which a customer would use the AdRelevance Service?

A: Marketers and advertisers use the AdRelevance Service to answer valuable questions about their competitors, such as:

- Where are our competitors advertising?
- How much are they spending?
- What creative is being used?
- What do our competitors' latest promotions look like, and what is the messaging?
- Are they advertising their brand, promoting products, selling on price, or emphasizing features?
- How long did they advertise on a specific site? Did their impression levels increase or decrease over time?
- Are there gaps in placement that we can exploit?
- Are they ignoring important audiences that we can take advantage of?

These questions can be easily answered with the AdRelevance Service—and nearly impossible to answer without it.

Q: How does AdRelevance compile its data?

A: The AdRelevance Service is powered by the company's proprietary Online Media Network Intelligent Agent Collection (OMNIAC™) technology. This technology systematically searches commercial sites on the Web and captures detailed data about advertising 24 hours a day, seven days a week. It searches more than 3,000 sites and sub-sites daily and evaluates 40 million page views monthly to provide in-depth advertising and tracking information.

Q: What is AdRelevance's relationship with Media Metrix?

A: Media Metrix, the pioneer and leader in Internet and digital media measurement, acquired AdRelevance in October 1999. Together, the two companies are working to meet the expanding needs of customers worldwide.

by providing the most comprehensive Internet and digital media measurement services available today.

AdRelevance and Media Metrix offer expanded Internet and digital media measurement services that cover audiences, advertising, communications and commerce. Additionally, the two companies offer advanced data delivery systems, strong leadership on both coasts and the opportunity for accelerated product development to support growing client needs.

Q: What's the difference between the information that the two companies track?

A: Using its proprietary metering methodology, Media Metrix tracks Internet user behavior using a sample of more than 50,000 people at home and work. This approach provides significant breadth of Internet usage data, such as demographics and lifestyle and behavioral information, across all digital media, including more than 20,000 Web sites and online properties.

AdRelevance tracks actual ads and advertiser behavior through its proprietary OMNIAC™ technology. By searching commercial sites on the Web and monitoring advertising activity 24 hours a day, the AdRelevance Service provides significant depth of competitive advertising information.

Q: What products and services do the combined companies provide?

A: Media Metrix and AdRelevance provide a broad portfolio of Internet and digital media measurement products and services including:

- Audience Measurement Services
- Advertising Measurement Services
- E-commerce Measurement Services
- Technology Measurement Services
- Qualitative Measurement Services
- Advanced Data Delivery Systems
- International Measurement Services

Q: How are the companies' products used?

A: Clients use Media Metrix and AdRelevance products and services to understand Internet usage patterns, audience characteristics, advertising activities and e-commerce. Specific applications include:

- Planning, buying and selling new media advertising
- Developing advertising, marketing and e-commerce strategies
- Understanding consumer behavior
- Gaining competitive market intelligence

- Making smarter investment decisions

Media Metrix and AdRelevance are the leaders in digital media measurement, and in providing the data upon which key business decisions are made every day, the companies play a critical role in the continued growth of the digital industry itself.

Q: Who developed the technology behind the AdRelevance Service?

A: The OMNIAC™ technology was developed by the company's core development team, including engineers best known for building the MetaCrawler™ search engine and Jango™ shopping agent at NetBot™.

Q: Why hasn't online competitive monitoring been available in the past?

A: Competitive monitoring on the Internet has been slow to develop due to a number of factors, including the difficulty of locating and categorizing online ads, a lack of standardization in reporting ad placement, and the distributed nature of the Web.

Q: How has AdRelevance overcome these barriers?

A: By assembling a team of intelligent agent technology experts, AdRelevance was able to develop a scalable software-based solution for capturing and classifying ads on the Web. Our proprietary OMNIAC™ technology collects and analyzes data more comprehensively and more quickly than was possible before.

Q: How much does it cost to use AdRelevance's service?

A: Annual subscriptions are flexibly priced by seat licenses desired.

Q: Is any of the data available to non-subscribers?

A: Yes. Each month the company posts a free report called the AdRelevance Intelligence Report on www.adrelevance.com. Developed by the AdRelevance media research group, these reports are based on current data from the AdRelevance Service and examine timely online advertising topics. They are accessible to existing and potential customers, news media and industry watchers.