



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION:

Ryan Oettinger 212.515.8768

roettinger@adrelevance.com

**POST-IPO AD CAMPAIGNS SUCCESSFULLY DRIVING TRAFFIC TO SITES,
REPORTS ADRELEVANCE DIVISION OF MEDIA METRIX**

*New Study Finds Strong Correlation
Between Ad Impressions and Unique Visitors*

Seattle, WA – May 22, 2000 – With the NASDAQ’s recent downturn, many post-IPO companies’ valuations have significantly declined, putting them under increased pressure to scrutinize all expenditures, including online advertising campaigns. So it will come as a relief to some to know that in the area of online advertising, post-IPO companies are getting positive results from their advertising dollars. A new report released today by AdRelevance, a division of Media Metrix (NASDAQ: MMXI) and an innovator in Internet advertising measurement technology, examines advertising impressions and corresponding site traffic patterns for post-IPO companies—and suggests their online ad dollars are being well spent.

In a detailed analysis of 38 IPOs between July 1999 and April 2000, AdRelevance uncovered a strong and very positive correlation between companies’ advertising activity (in impressions) and the number of unique visitors to their sites. In a four-week moving average, the correlation between average impressions and average traffic was a remarkable 0.81. (–1 would indicate a perfect negative correlation and 0 would indicate no correlation, while +1 would indicate a perfect positive correlation.) As these post-IPO companies increased their ad impressions, the number of new visitors to their sites increased correspondingly.

“All Internet advertisers hope and pray that their online ad expenditures translate into increased site traffic,” said Charles Buchwalter, vice president of media research for the AdRelevance division of Media Metrix. “The fact that this correlation is so high for post-

IPO companies suggests that any thoughts of aborting their online advertising campaigns in light of the recent market downturn should be reconsidered.”

“The latest AdRelevance Intelligence Report further underscores the power of the Media Metrix and AdRelevance best-of-breed data sets for the digital media universe,” said Will Hodgman, president of the AdRelevance division and chief marketing officer at Media Metrix. “We are committed to providing the industry with the most objective, comprehensive and reliable data and insights at the forefront of the New Economy.”

For companies that are debating whether to cut their ad budgets or continue spending through the difficult times, the AdRelevance report highlights a couple of intriguing case studies that illustrate how two companies successfully used online advertising campaigns post IPO: to drive traffic, and to generate revenue from the increased traffic.

Women.com launched a new online advertising campaign three months after its IPO that reached a high of 6.9 million weekly impressions—590% higher than it had advertised in previous weeks. In the midst of its campaign, Women.com’s stock began a freefall, but the company continued its campaign—successfully skyrocketing visitor traffic to its site.

Table A: Women.com Advertising and Traffic Activity
Source: AdRelevance, a division of Media Metrix

	<u>Date</u>	<u>Impressions</u>	<u>Unique Visitors</u>	
<i>Campaign launches</i>	12/13/99	1,800,000	370,000	
	12/20/99	2,000,000	344,000	
	12/27/99	2,400,000	520,000	
	1/3/00	2,700,000	517,000	
	1/10/00	3,400,000	576,000	
	1/17/00	4,600,000	673,000	
	1/24/00	5,100,000	603,000	
	1/31/00	5,800,000	553,000	
	2/7/00	8,400,000	478,000	
	2/14/00	6,500,000	641,000	
	2/21/00	11,000,000	941,000	
	2/28/00	12,000,000	1,085,000	
	3/6/00	14,000,000	661,000	
	3/13/00	14,000,000	958,000	
	<i>Campaign peaks</i>	3/20/00	15,000,000	883,000
		3/27/00	13,000,000	750,000
4/3/00		10,000,000	935,000	

Terms: “Impressions” refer to the number of times an ad is rendered for viewing by a user; “Unique Visitors” refers to the actual number of total users who visited the reported website or online property at least once in the given time period. All Unique Visitors are unduplicated (only counted once).

World Wrestling Federation (WWF) met the challenge that confounds many post-IPO companies: It capitalized on increased traffic to its site post IPO by generating more ad sales revenues. Within a month of its IPO, it succeeded in reducing the gap between ad impressions sold and visitors to its site. In fact, the correlation between WWF’s ad sales and traffic nearly doubled when compared to the periods immediately preceding and following its IPO.

“Current dot com leaders have distinguished themselves by pursuing strategies that seemed counter-intuitive at the time. The prevailing wisdom today is that the dot coms should rein in their spending. However, as online advertising continues to be relatively inexpensive and increasingly effective, we believe that the next wave of dot com winners could well come from those firms that continue to intelligently invest in online advertising strategies,” Buchwalter said.

A complete version of this AdRelevance Intelligence Report, titled “A Ray of Hope for Post-IPO Advertisers,” can be viewed at www.adrelevance.com and includes compelling ad metric graphs as well as a look at many of the actual ad banners cited within.

AdRelevance Intelligence Reports

AdRelevance Intelligence Reports are released monthly and are designed to provide customers, news media and industry watchers with a timely perspective on the rapidly changing landscape of online advertising.

AdRelevance Intelligence Reports are compiled by the company’s Media Research Group, who analyze data collected from AdRelevance’s proprietary ad tracking service. Each member of the team brings industry-specific expertise to their analyses as well as an understanding of marketing strategies and Internet technology.

About AdRelevance, a Division of Media Metrix

Media Metrix, Inc., with over 700 clients, is the leader and pioneer in Internet and Digital Media measurement and the industry’s source for the most comprehensive, reliable and timely services. Through its acquisition of AdRelevance, the innovator in Internet advertising measurement technology, the company offers intelligence data on where, when, how and how much web marketers and their competition are advertising online. Reporting actual audience usage behavior

for more than 21,000 websites and online properties with its state-of-the-art real-time meter, and using AdRelevance intelligent agent technology to comb thousands of unique URLs for Internet advertisements, Media Metrix helps online and traditional businesses, web marketers, web publishers, ad agencies and financial analysts gain a better understanding of the digital marketplace. Media Metrix has worldwide operations in Australia, Canada, France, Germany, Japan, Latin America, Sweden and the U.K. For more information on AdRelevance and a free trial of the service, please visit www.adrelevance.com or call 1-888-649-6540. Additional information about Media Metrix can be found at www.mediametrix.com.

Editors Note: Please source all AdRelevance data as the following: AdRelevance, a division of Media Metrix.

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