



**For Immediate Release:**

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**@d:tech Unveils Online Advertising Measurement Study**

Industry-First Effort Provides Analysis of Critical Issue

RICHMOND, VA, September 20, 1999 – @d:tech today announced it is unveiling the first of a kind, exclusive Online Advertising Measurement Study, at the upcoming @d:tech.NewYork conference November 1-3 at the New York Hilton and Towers. Continuing to reinforce its commitment to being the leading resource for knowledge and news for the global Internet advertising and marketing community, @d:tech will release the results of the survey during a special two-hour in-depth session on November 1.

Conducted by Internet Profiles Corp., the @d:tech Online Advertising Measurement Study's goal is to explore the true breadth of measurement possibilities available and provide comparative results from an actual campaign to help advertisers more effectively evaluate online advertising performance.

The study is being implemented in conjunction with five of the industry's leading measurement and research solutions providers, tracking a single ad campaign from September 6 to October 3. Participating companies include: Media Metrix, Nielsen/Net Ratings, AdRelevance, Double Click and Millward Brown Interactive.

The online ad, for Points of Light Foundation, a not-for-profit organization, was created pro bono by Saatchi & Saatchi and is being served pro bono by DoubleClick, with a 2 million impression commitment.

The special extended panel, during which each company will present its results, will take place 3:30-5:20 PM Monday, November 1. The results will be evaluated by I/PRO, which will provide insight into what each service can provide and compare the results the different services yield. In addition, Millward Brown Interactive will present findings of a brand impact study for the campaign.

"Online Measurement is one of the critical issues facing the online advertising and marketing community. In order for the industry to move forward, we all need to develop a thorough understanding of the available measurement options and an evaluation of the significance of the data," noted Kate Maddox, @d:tech Chairman. "With all of the community's major constituents present, @d:tech offers the ideal forum to examine the options available so that we can foster a unified understanding of this arena."

## **About @d:tech**

@d:tech.NewYork is one of the @d:tech series of conferences, the world's leading event focusing on Internet marketing, advertising and commerce and exploring how the Internet and associated technologies are impacting the practice of marketing communications worldwide. @d:tech is produced and managed by eMarketWorld (formerly known as ConEx Marketing, Inc.), founded in 1994, and based in Richmond, Virginia. eMarketWorld also manages and produces eHealthcareWorld, the first in a series of eMarketWorld conferences and expos designed for executives of targeted vertical industries. Promising to be the most comprehensive, productive and focused series of events covering all aspects of Web commerce, eMarketWorld plans 55 conferences over the next 18 months including an additional eight vertical industries targeted with individual specialized eMarketWorld events.

For more information on exhibiting, sponsorship or attending any conference in the @d:tech series, call 800-535-1812 or 804-643-8375. Information is also available on the conferences' websites: @d:tech at [www.ad-tech.com](http://www.ad-tech.com).

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