



**For Immediate Release:**

September 7, 1999

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**New Service Answers Need For Online Marketing Metric**

AdRelevance Taps Real-Time, Intelligent Agent Technology To Collect Competitive Online Advertising Data for Eight Industry Categories

SEATTLE – AdRelevance today announced the release of a new service that arms Web marketers with the most complete and accurate data available on competitive online advertising. Until now, this information has been unavailable with the depth, breadth and timeliness that AdRelevance provides.

Using the AdRelevance Service, Web marketers can quickly and easily run reports by advertiser, Web site location, creative and time period. Additionally, reports can be analyzed by impression, unique ads, and rate card-equivalent spending. Because the service tracks data 24 hours a day/seven days a week, subscribers can access the information in real time. At launch the new service offers data for eight industries including PC and consumer electronics hardware, software, automotive, telecommunications, financial services, travel, web media companies, and e-retailers.

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"Until today, there's been no definitive way for companies to support their online advertising strategy using accurate data," said AdRelevance President and CEO Will Hodgman. "Information based on polling methodologies have offered answers to some of the questions relating to demographics and usage but fall short when it comes to reporting on and analyzing hard data."

Using a simple and intuitive interface, AdRelevance clients can access the service to generate Web-based reports on demand. The service also enables users to view and archive Web-based creative advertising campaigns by either brand or product. The result is an unparalleled ability to plan proactive online campaigns and make smarter buying decisions.

Currently, AdRelevance has several charter customers including leading national advertising agencies McCann/Anderson & Lembke, Dahlin Smith White, TeamOne, Deutsche, Magnet Interactive and StarCom IP.

The AdRelevance Service is powered by the company's proprietary Online Media Network Intelligent Agent Collection, or OMNIAC', technology. The technology systematically combs the commercial universe of the Web 24 hours a day, searching for and capturing detailed data about advertising banners, buttons and text links. Once collected, the data is warehoused, classified, statistically analyzed and correlated to AdRelevance's extensive web traffic data. From the AdRelevance Web site, subscribers are able to run comprehensive reports that illustrate competitive advertising activity by a range of criteria, including name of advertiser, product, type of message, industry, time, location and technology.

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The OMNIAC technology was developed by a team of engineers led by AdRelevance Chief Scientist, Dan Weld, Ph.D. and Vice President of Engineering Jay Bartot. Weld and Bartot are probably best known for their work in bringing Jango, NetBot's intelligent shopping agent, to market in 1997.

In addition to advertisers, the AdRelevance Service is being marketed to other professional groups that can benefit from access to online advertising intelligence, including web media companies, service firms, analysts and news media.

Despite a depth and timeliness of data unavailable before the launch of AdRelevance, annual subscriptions are competitively priced with other web media research services. Additional seats, proprietary reports and industries can be added to any account for a modest supplemental fee.

Founded in late 1998, AdRelevance is a privately held information technology firm based in Seattle, Wash. The company specializes in the automated retrieval, classification, analysis and delivery of online marketing data. More information on the company and an interactive demonstration of the AdRelevance Service can be found online at [www.adrelevance.com](http://www.adrelevance.com) or by calling 206.632.0300.

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