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AdRelevance Secures Leading Ad Agencies as Beta Customers

New Ad Tracking Service Gives Access To Online Advertising Data

SEATTLE -- AdRelevance, the company behind a new online ad tracking service that launched today, announced that it has recently secured several of the nation's leading advertising agencies as beta customers including McCann/Anderson & Lembke, OgilvyOne, Deutsche, TeamOne, Dahlin Smith White, Magnet Interactive, and StarCom IP.

"Our service enables ad agencies to develop online advertising recommendations for their clients based on hard competitor data," said AdRelevance President and CEO Will Hodgman. "With access to this information, these agencies and their clients are now a full step ahead of their competition marketing on the Web."

Using the AdRelevance Service, advertisers gain access to the most current and accurate data about their competitors' online marketing communications programs - enabling them to quickly and easily compare and report information by advertiser, Web site, creative and time period. The service can also be used by companies to monitor and audit their own online campaigns, ensuring that media buys achieve consistent delivery and value.

"Using the AdRelevance Service, we have more timely information about our clients' competitors online activity," said Alan May, media director at McCann/Anderson & Lembke. "That intelligence is an important tool in helping us craft media strategies."

Agency executives also enjoy the ability to quickly produce customized and professionally produced reports.

"The fast turnaround time of reporting is a key attraction," said Gerard Broussard, interactive media director at OgilvyOne. "To date, other companies with similar Internet services for the advertising industry have lacked this important capability."

On September 8, the company will release the AdRelevance Service complete with data for a wide range of industries including automotive, PC hardware, software, telecommunications, financial services, travel, consumer electronics, content providers and e-commerce.

Using a simple and intuitive interface, AdRelevance clients can access the service to query the database and 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.

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

Founded in 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 or by calling 206.632.0300.

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