

DISCOVER OUR ROOTS

A little company history.

Way back in 1998, one seasoned advertising guru joined brains with some very successful veteran web engineers to produce what is today the leading online advertising measurement service on the market. Now with more than 80 technology, media, and marketing experts devoted, 100's of clients, and product innovation after product innovation, AdRelevance continues to lead the way with ingenuity and quality of service. Backed by bright people who genuinely care about the integrity of their product and its high-end performance, AdRelevance is dedicated to producing results for its clients.

A little corporate history.

In 1999, Media Metrix, the leader in media audience measurement, recognized the value of AdRelevance and added it to their repertoire of measurement services. Since then, Media Metrix and Jupiter Communications have joined forces to become Jupiter Media Metrix, what's known to many as the premiere provider of Internet measurement, analysis and intelligence.

Jupiter Media Metrix is made up of a triumvirate of high-end brands: Jupiter Research (including Events), Media Metrix, and AdRelevance, acting symbiotically to meet all of its clients' specialized needs. The primary goal of all this? To provide clients with the tools and services that will enable them to best understand and profit from the Internet.