

Company Overview

AdRelevance is the innovator in next-generation Internet advertising measurement technology. AdRelevance offers data on where, when, how and how much web marketers and their competition are advertising online. Founded in 1998 in Seattle, AdRelevance employs over 40 Internet advertising professionals, new media researchers, intelligent agent technology engineers and Internet sales and marketing strategists.

Absolute Online Advertising Intelligence

AdRelevance provides web marketers, advertising agencies, web publishers, analysts and research firms with the most comprehensive, accurate and timely data available for tracking and analyzing online advertising activity. Using AdRelevance, subscribers can quickly generate reports and easily compare competitive advertising intelligence across a wide range of criteria including industry, segment, advertiser, technology, time period and creative content. AdRelevance data can be reported by impression level, rate card value and unique ads.

The AdRelevance Advantage

Setting the Industry Standard

Since 1998, AdRelevance has leveraged expert methodology, advanced technology and the highest quality backbone-level network and panel traffic data to provide the largest, most accurate advertising measurement standard in existence.

A Generation Ahead

AdRelevance, powered by second-generation Cloudprober™ technology, is the first and only online ad tracking system that actively adjusts itself as the web breathes and evolves - automatically deciding what web pages to visit for ads and how often to visit them based on actual traffic patterns.

Superior Technology

AdRelevance Cloudprober technology combs thousands of sites and sub-sites 24 hours a day for online advertisements - capturing virtually all advertising on the commercial world wide web.

Management Team

- Will Hodgman - Founder, President & CEO
- Charles Buchwalter - Vice President of Media Research

AdRelevance

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