

## THE INTELLIGENCE BEHIND THE BEAUTY

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### The Next Generation in Online Advertising Measurement

AdRelevance 3.0 contains the **only** second-generation online advertising measurement system available - a new platform for tracking and comparing online advertising activity with unparalleled accuracy across all major industries, channels, ad formats and ad types, including banners, buttons and rich media.

AdRelevance 3.0 contains the **first** online measurement system to combine server-side tracking and second-generation intelligent agent technology with panel-based online measurement data.

AdRelevance 3.0 contains the **first** and only online advertising measurement system to automatically adjust itself to Web traffic patterns, thereby mimicking the real user population.

### Tackling the Technology

The advertising measurement technology and methodology used in AdRelevance 3.0 is best understood in three key phases:

#### 1. Planning -- Determining where to get ads and how often to capture them

##### Traffic Analysis

Rich traffic data (a combination of clickstream data and granular server-side data) fuels AdRelevance's Cloudprober sampling agent - revealing which sites to probe and how often to visit them.

##### Site Selection

Other factors that determine sites to probe include: brand popularity and prominence, site dominance in a targeted niche market, site affiliation with prominent ad networks and client requests.

#### 2. Execution -- Finding the ads and capturing the image

##### Cloudprober intelligent agent

Cloudprober is AdRelevance's revolutionary new page sampling technology that probes sites for ads 24 hours a day, seven days a week, automatically and actively adjusting itself as the web breathes and evolves.

Using rich traffic data and geographically distributed probes to dynamically respond to web traffic patterns, Cloudprober ensures the most representative and balanced tracking of virtually all online ad activity across 12 US regions.

##### Automatic Ad Detection (AAD)

AdRelevance's proprietary Automatic Ad Detection engine instantly identifies and extracts ad content from the thousands of pages and sub-pages fetched by Cloudprober.

AAD captures all ad types and sizes from simple to complex, including banners, buttons and rich media.

AAD eliminates the need for humans to prepare pages and extract ads.

#### 3. Classification -- Categorizing the data and assuring highest quality data integrity

##### Classification

AdRelevance categorizes all ads according to a unique classification system that sorts by advertiser, industry, classification, and web location.

Other ad classification details include impressions, media value, type of technology, dimensions, first and last date ad was observed, whether the ad was served in the page or as a popup, and destination URL.

##### Data Integrity

In addition to powerful machine codifications, AdRelevance's media research team individually inspects every ad to verify proper classification.

AdRelevance's comprehensive data Quality Assurance program monitors every component of the system and thoroughly inspects unexpected, unusual or outlying data points.

### AdRelevance Technology Benefits & Value

Benefit: Multiple traffic sources  
Value: Improved impressions and spending numbers  
Benefit: Revolutionary new page sampling technology that adapts to the Web  
Value: Huge increase in site and page coverage  
Benefit: Automatic Ad Detection technology  
Value: Many more ads, ad types, advertisers Impressions and rate card value for all ad types  
Benefit: Rich, precise classification taxonomy  
Value: Categorization analysis  
Benefit: Comprehensive data integrity program  
Value: Highest quality data

### AdRelevance Industry Benefits

**Unparalleled Accuracy:** AdRelevance Cloudprober technology probes higher trafficked pages more frequently, thereby capturing all online ad activity at any given moment in time.

**Measuring Rich Media:** From Flash to Enliven to custom Java banners and interactive ads, AdRelevance 3.0 reports all the most popular emerging ad types.

**Granular Reporting:** AdRelevance captures ad activity on all levels of a site that receives visitor traffic, including channel and sub-channel measurement.

**Exhaustive Measurement:** Impressions, rate-card equivalent spending and creative content are provided for all standard ad sizes and ad types, including banners, buttons and rich media.

**Comprehensive Coverage:** AdRelevance measures and reports ads on over 1000 sites and more than half-a-million URLs.

**More Ads:** The number of ads captured per week will increase from approximately 6,000 to 10,000.