

Specific Media Launches Suite of Advanced Audience Intelligence Reports

Submitted by: Ruder Finn UK

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Online advertising network offers advertisers unparalleled control over online campaigns

London, UK – 18th May 2009 – Specific Media, the leading independent online advertising network, today announced the immediate availability of advanced audience intelligence reports for UK advertisers. Designed for both agencies and brands themselves, the company's pre-campaign and post-buy reports allow clients to measure their online advertising campaigns and give them increased accountability.

The past year has seen Specific Media witness increased demand from advertisers to show measurable impact from their interactive media investments. With this suite of advanced audience intelligence reports, Specific Media is the only advertising network offering a truly holistic view of campaign effectiveness.

"As online advertising increases its share of the overall advertising budget, never before has the need to accurately measure and report on online advertising campaigns been so great," said Ian Dowds, VP of Specific Media UK. "In the current climate every pound spent needs to be justified with tangible evidence and Specific Media is now able to equip advertisers with the tools to demonstrate that not only are they targeting the right audience, but how effectively that targeting is working."

Pre-Campaign Report

The pre-campaign report enables advertisers to identify and build a detailed profile of their target audience and then design an online campaign to best engage with them. The profile is completely anonymous and based on users' previous online behaviour, but empowers advertisers with actionable data to use at the planning and brainstorming stage of a campaign to better target specific audience groups.

Based on its proprietary technology platform and anonymous user data, Specific Media identifies which behaviours advertisers should target, gives clients access to information about detailed engagement metrics and provides anonymous demographic breakdowns and profiles of users based on most visited behavioural categories, segment profiles and audience reach.

By converting user research into actionable data, Specific Media can generate detailed reports that give advertisers unrivalled insight into their preferred audience prior to embarking on a campaign, giving them a starting point to develop their strategy and enabling them to tailor their campaigns to target specific audiences. Often the reports highlight additional target audiences previously unidentified by the advertisers. Once the target audiences are selected advertisers can reach them with unrivalled scale and accuracy via Specific Media's Premium Network.

Post-Buy Reporting

Specific Media's Post-Buy report provides advertisers with a tool to measure and offer insight when a campaign is complete, by offering demographic profiles of each consumer that the campaign reached, how

effectively those consumers were targeted by the campaign and any resulting action. The post-buy report provides advertisers with the key takeaways from the campaign, offering easy to understand, actionable steps to implement in the next campaign. It enables advertisers to gain a greater understanding of how their campaign achieved its results, and provide future targeting and marketing insight into target audiences.

Dowds concluded: "These new products are about giving advertisers more control over their online campaigns. This additional control ultimately leads to better results, so we are offering genuine and significant value to our customers."

Specific Media is a global technology and online media company that enables advertisers to reach target audiences with unprecedented scale and accuracy. The company connects advertisers with target audiences across its premium network of name brand publishers through advanced demographic, behavioural, contextual, geographic and retargeting technologies.

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About Specific Media

Specific Media, the advertising industry's largest independent online advertising network, leads the industry with ground-breaking technology which enables advertisers to target consumers throughout Western Europe and North America based on demographics, behaviours, geographic locations and the contextual relevance of websites visited. Specific Media's Premium Network reaches more than 31 million consumers each month in the U.K and 225 million consumers globally. The combination of reach and proprietary targeting technologies allows Specific Media to create highly customised audience segments for advertisers. Since 1999, Specific Media has been enabling advertisers to build relationships with their target audiences across the top consumer branded publishers. Visit www.specificmedia.co.uk

For more information, contact:

Hannah Smith
Ruder Finn London
+44 (0) 207 462 8900
hsmith@ruderfinn.co.uk