

'comScore Marketer', A New Interactive Search Intelligence Service, Successfully Completes Beta Test

Now Available for General Delivery to Clients

RESTON, Va., Nov 14, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that comScore Marketer, a powerful new interactive search intelligence service, has successfully completed its beta test and is now available for general delivery to clients. comScore Marketer enables search marketers and Web site operators to benchmark their performance versus competitors and optimize the ROI from their search marketing efforts.

"After rigorous testing with our beta clients, we are pleased to announce the availability of comScore Marketer," said Dan Lackner, senior vice president of comScore. "This service will enable our clients to better understand the real dynamics of search by providing insight into both paid and organic search traffic. Users are now able to more efficiently allocate their marketing resources and deliver a superior ROI."

comScore Marketer provides search marketers the tools to:

- Create more efficient and cost-effective campaigns using paid and organic search terms.
- Identify high performing search terms at a site and category level.
- Analyze searchers and the use of search terms by demographic segment.
- Discover high-potential consumer segments and pinpoint the optimal search sites and search terms to reach them.
- Find out who is competing on search terms to identify prime affiliate marketing partners.
- Maximize the ROI of search and online marketing investments.

"Search engine marketing offers businesses critical opportunities for their direct marketing efforts, but also to influence consumer perceptions of brands, products, and services," said Rafael Zorilla, Director of Interactive Marketing for Bankrate, Inc. and a beta user of comScore Marketer. "Integrating strong competitive intelligence with visibility into organic and paid search creates a powerful measurement tool for our initiatives in the fast-paced, constantly changing search space."

comScore Marketer quantifies the amount of paid and organic search traffic competitors receive by term and by engine. "comScore Marketer provides the depth and detail for competitive intelligence that every SEO and Search Marketer should have for their toolbox," said Eric Wu, EarthLink Senior Product Manager, Search.

"comScore Marketer has an intuitive interface and provided us with useful information about the competitive landscape," added Kerry Breitenbach, Marketing Analyst for Progressive Insurance.

Nathan Yan, Senior Web Analyst at Smarter Travel Media observed, "comScore Marketer provides an impressive array of searcher demographic information, and you can drill all the way down to the keyword level."

comScore Marketer is delivered over the Internet as a subscription service. It leverages the same underlying platform as other comScore products to ensure consistency, quality and depth of insight.

For more information on the comScore Marketer, please call 866-276-6972 or visit: http://www.comscore.com/marketer/info_req

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that

captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>

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