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## **comScore and SimilarWeb Partner to Bring the SimilarWeb PRO Next Generation Digital Market Intelligence Platform to comScore Customers**

RESTON, Va., Nov. 1, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) is announcing the sunset of the PRO platform (formerly Compete PRO), which it acquired earlier this year, and will now be working with SimilarWeb to bring the power of the SimilarWeb PRO market intelligence platform to their PRO customers.



None of comScore's digital and cross-platform measurement products are impacted by this product change.

As of December 31, 2016, PRO will no longer be available to comScore customers. Many PRO customers have already transitioned to SimilarWeb PRO and the remainder will have the opportunity to do so by the end of the year.

"We are delighted to be working with SimilarWeb on this transition and Compete customers will now have access to the next generation global digital intelligence solution covering 190 countries and spanning desktop, mobile web and mobile apps," said Michael Perlman, senior vice president at comScore.

Or Offer, SimilarWeb CEO, said: "We look forward to our continued partnership with comScore. Our combined efforts will allow us to continue to focus and invest in differentiated market solutions that will enable more companies to grow their digital market share."

PRO clients interested in learning more about this transition should [contact us](#).

### **About comScore**

comScore, Inc. is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit [comscore.com](http://comscore.com).

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