



September 23, 2015

## **The Trade Desk Integrates comScore validated Campaign Essentials to Enable Independent, Streamlined Campaign Delivery and Validation Insights**

### **Global Partnership Brings Key comScore Digital Campaign Insights Directly to Programmatic Environments in Asia, Australia, Canada, Europe and the US**

RESTON, Va., Sept. 23, 2015 /PRNewswire/ -- [comScore, Inc.](#) (NASDAQ: SCOR), a global media measurement and analytics company, today announced a global partnership with [The Trade Desk, Inc.](#) The integration allows media buyers to measure digital campaign delivery performance by leveraging comScore validated [Campaign Essentials™ \(vCE\)](#) directly within The Trade Desk's buying platform.



The integration of comScore vCE metrics into The Trade Desk allows joint customers to measure key performance indicators such as in-target delivery, reach/frequency, GRPs, ad viewability, invalid traffic (IVT) and geographic delivery. It also enables a streamlined process for tagging vCE campaigns directly in The Trade Desk's system for efficient campaign setup and management.

"We're committed to providing our clients with the metrics they use to evaluate campaign delivery performance in the workflows they use every day," said Anne Hunter, Senior Vice President at comScore. "By making these metrics available in an increasing number of programmatic environments, our clients can seamlessly and quickly evaluate the impact of their advertising investments. This partnership with The Trade Desk addresses this need head-on by making comScore's independent campaign metrics available directly in The Trade Desk's buying platform in more than 25 countries."

"We're thrilled to have a global leader such comScore as our third-party validation partner," said Mike Davis, VP of Innovation at The Trade Desk. "Our clients will benefit from the comScore vCE integration, which will allow them to have access to independent and more robust campaign metrics, giving them greater confidence as to whether they are meeting their campaign goals."

#### **About comScore**

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global media measurement and analytics company that makes audiences and advertising more valuable. comScore helps media buyers and sellers understand and make decisions based on how consumers use different media, such as TV, video, mobile, desktop and more. Through its products and partnerships, comScore helps its more than 2,500 clients understand their audiences, know if their advertising is working, and access data where they want and need it. Please visit [www.comscore.com](http://www.comscore.com) to learn more.

#### **About The Trade Desk, Inc.**

Recently named ninth in Forbes Magazine's Top 100 List of America's Most Promising Companies, The Trade Desk powers the most sophisticated buyers in advertising technology. Founded by the pioneers of real-time bidding, The Trade Desk has become the fastest growing demand-side platform in the industry by offering agencies, aggregators and their advertisers best-in-class technology to manage display, social and video advertising campaigns. The Trade Desk empowers buyers at the campaign level with the most expressive bid capabilities in market, full-funnel attribution, and detailed reporting that illustrates the consumer journey from initial impression to conversion. By maintaining a pure buy-side focus, The Trade Desk delivers on branding and performance for clients worldwide.

Headquartered in Ventura, Calif., The Trade Desk has offices across the United States, Europe and Asia.

#### **Cautionary Note Regarding Forward-Looking Statements**

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and benefits to comScore from the validated Campaign Essentials (vCE) integration with The Trade Desk, and the broader vCE family of products, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce,

content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

Logo - <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/the-trade-desk-integrates-comscore-validated-campaign-essentials-to-enable-independent-streamlined-campaign-delivery-and-validation-insights-300147268.html>

SOURCE comScore, Inc.

News Provided by Acquire Media