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comScore Named a Visionary in Gartner's First Magic Quadrant for Digital Marketing Analytics

Evaluation based on completeness of vision and ability to execute

RESTON, Va., Sept. 24, 2015 /PRNewswire/ -- [comScore, Inc.](http://www.comscore.com) (NASDAQ: SCOR), a global media measurement and analytics company, today announced that [Digital Analytix®](http://www.digitalanalytix.com) has been named a Visionary by Gartner, Inc. in its first-ever "Magic Quadrant for Digital Marketing Analytics"¹ report.



"We are proud to be recognized by Gartner for the work that we're doing with Digital Analytix," said Jodi McDermott, comScore Group Vice President of Product Management. "This is a unique product that allows our clients to combine their own data with comScore data, giving them a rich set of competitive and industry benchmarks and insights into key user groups. We believe that being named a Visionary by Gartner speaks highly to our innovative practices for enterprise analytics and inspires us to continue improving to better serve our clients and help them solve their biggest business challenges."

According to the report, Visionaries "share a rousing vision centered on the accurate measurement and optimization of paid media within the context of a larger marketing investment. Lacking the breadth of capabilities found in the Leaders and the Challenger, the Visionaries in part make up for gaps in their capabilities with a clear-eyed focus on an important subset of marketing requirements — answering the question of how to accurately (and in detail) determine the impact of media and marketing efforts. They provide proven utility and combine SaaS with strong professional services."

The criteria used by Gartner to evaluate companies selected for the Magic Quadrant evaluation included the completeness of vision and the ability to execute. This report evaluated multiple vendors across a range of criteria and positioned comScore as a visionary in relation to other market services.

About the Magic Quadrant

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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. We help media buyers and sellers understand and make decisions based on what consumers do across all media platforms, including TV, video, mobile, desktop and more. Through its products and services, comScore helps its more than 2,500 clients understand their multi-platform audiences, know if their advertising is working, and access data where they want and need it. Please visit www.comscore.com to learn more.

¹ *Gartner, Magic Quadrant for Digital Marketing Analytics, North America*, Martin Kihn, Adam Sarner, Andrew Frank, Kirsten Newbold-Knipp, Christi Eubanks, 17 September 2015.

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