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## comScore Introduces Industry's First Combined GRP and Viewability Solution for Mobile Advertising

### Daily Reporting of Mobile Ads Brings Measurement into Alignment with Desktop Display and Video Campaigns through comScore validated Campaign Essentials™ (vCE)

RESTON, Va., June 3, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a global leader in digital media analytics, today announced the availability of daily reporting of unduplicated audience, viewability, and validation metrics for mobile campaigns. These enhancements to comScore's existing mobile campaign measurement offering bring mobile advertising into alignment with what is currently available for desktop display and video campaigns through comScore vCE. With comparable reporting and metrics for both mobile and desktop campaigns, media buyers and sellers now have a comprehensive view of digital campaign performance. This allows them to holistically plan, measure, evaluate and optimize digital campaigns, and to compare campaign delivery performance to that of traditional media, like TV.



"Marketers are increasingly focused on cross-media campaigns because they understand that holistic planning can radically improve efficiency in delivering against their target audiences," said Anne Hunter, senior vice president at comScore. "This unified daily reporting of mobile and desktop ad performance will enable brands and agencies to more effectively manage the unduplicated ad performance across both platforms. With the addition of ad validation it finally allows comparison of mobile to other media, such as TV, and to better optimize their marketing mix."

#### Enhancements to vCE Drive Multiple Benefits for Buyers and Sellers

- **Daily, Unduplicated Audience Metrics** including validated reach, frequency and GRPs for mobile campaigns allow for cross-media comparability. Learnings from a [vCE Mobile Charter study](#) involving 10 clients influenced the enhancements made to the demographic reporting available today.
- **In-App and In-Browser Mobile Ad Performance** is now available, providing measurement on iOS and Android across smartphones and tablets. Learnings from the work done through the [comScore Mobile Authorized Tagging Partners program](#), first introduced in November 2014 with more than 10 network tagging partners, influenced the enhancements made to the quality and granularity of data available for in-app mobile campaigns through vCE.

Advertisers and agencies interested in measuring their advertising through these solutions should contact their comScore account representative or email comScore at [learnmore@comscore.com](mailto:learnmore@comscore.com).

#### comScore Clients and Partners Voice Support

"Consumers today don't go anywhere without their mobile phone, which provides enormous opportunity for marketers to reach them in more relevant moments matched to the pace and purpose of their lives. It's progress to see third-party measurement bring daily, actionable data to mobile advertising, giving SMG and our clients the ability to better sequence messaging across screens. We also look forward to alignment with MRC guidelines on viewability minimums and integration with comScore's forthcoming syndicated cross-media data for an even more unified view across all screens."

*Kate Sirkin, EVP of Global Audience and Measurement Solutions, Starcom MediaVest Group*

"In a world where having multiple devices is the norm and consumers can so easily personalize their media experiences, it's more important than ever that we have access to granular data about campaign performance across screens. We look forward to working with comScore to deliver enhanced insights to our clients."

*Jen Soch, EVP and Managing Director Digital Investment, Amplifi US, Dentsu Aegis Network*

"At Pandora, we have always been laser-focused on providing marketers highly accurate access to their target audiences. We are excited to see comScore rolling out a solution for the industry that will minimize the uncertainties that brands face when planning and measuring campaigns across multiple screens. Quality and accuracy matter and we look forward to working with comScore and our advertisers to deliver powerful campaigns that reach the right consumers."

*Heidi Browning, SVP of Strategic Solutions, Pandora*

"Having comparable campaign metrics available for ads that run on all screens is essential for our clients to effectively create and execute their digital advertising strategies. We're excited to see comScore bringing greater accountability and rigor to mobile measurement, which in turn allows us deliver more granular, independent measurement that helps our clients achieve their brand goals."

*Katie Seitz Evans, VP of Strategy and Operations, Tremor Video*

"The ability of publishers to evaluate where and when advertising appears within content across all end points, including smartphones and tablets, is critical to the convergence of digital video and television. comScore's vCE product enables greater and more timely insights into mobile campaign performance, solidifying the importance of these platforms in the premium content space and making it easier for publishers and advertisers to transact with confidence they are reaching their desired audiences."

*Amy Pisano, VP, Enterprise Solutions, FreeWheel*

"While mobile measurement is complex, advertisers are constantly looking to better understand the performance of their mobile campaigns. The industry needs neutral, daily and cross-screen comparable data, which will help to further prove the value of mobile advertising. We look forward to working with comScore to deliver enhanced measurement tools and more granular data to our clients."

*Jon Lowen, EVP of Operations and Product Development, SITO Mobile*

"The brands and agencies we work with continue to demand greater insight into their mobile ad campaign performance, and we're excited about working with comScore to deliver the granular data that our clients both want and need."

*Alia Lamborghini, SVP, Sales, North America, Millennial Media*

"As an advocate of vCE for desktop and an early adopter of comScore vCE for Mobile, MediaBrix was able to close the multi-platform audience measurement gap for our brands. While we recognized the individual value of each service, it became evident that a combined cross-platform audience view was essential for campaign performance validation. We are excited to see comScore address this need and we are committed to deliver full vCE support for our clients."

*Jay Drago, Co-Founder and CPO, MediaBrix*

"Building greater accountability into mobile measurement will allow the industry to more effectively plan, execute and evaluate ad campaigns across screens. We appreciate comScore's ongoing work to solve this measurement challenge."

*Jon Elvekrog, CEO, 140 Proof*

### **comScore validated Campaign Essentials™**

validated Campaign Essentials (vCE®) is an integrated solution for complete campaign delivery validation and in-flight optimization. Unlike existing single-point solutions, vCE provides an unduplicated accounting of impressions delivered across a variety of dimensions, such as in-target, in-view, in-geo, brand safe and free from non-human traffic (NHT). Used by media buyers and sellers, vCE enables decreased waste and increased campaign effectiveness.

### **About comScore**

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global leader in digital media analytics. comScore makes audiences and advertising more valuable by providing trusted, independent metrics that help businesses understand how people interact with content and advertising across TV and digital devices, giving a total view of the consumer. 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 <http://www.comscore.com/About-comScore/Media-Kit/Company-Information> to learn more.

### **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 from vCE Mobile 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.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-introduces-industrys-first-combined-grp-and-viewability-solution-for-mobile-advertising-300093343.html>

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