

comScore Introduces Panel-Informed Attribution to Improve Advertisers' Targeting, Timing and Tactics in Reaching the Right Customer Segments

First of its Kind Attribution Solution Developed with ZenithOptimedia Provides More Complete Picture of Customers and Powers More Sophisticated Segmentation Capabilities

RESTON, Va., April 29, 2015 /PRNewswire/ -- comScore (NASDAQ: SCOR), a leader in measuring the digital world, today announced the introduction of its new panel-informed attribution offering. This new capability, piloted with Publicis Groupe's ZenithOptimedia, is more comprehensive than traditional cookie-based attribution because it provides a complete picture of users' online behavior over longer periods of time, allowing brands and agencies to develop better marketing strategies with respect to targeting, timing and tactics. The richness of panel data also enables more sophisticated segmentation of key customer segments, such as new versus existing buyers, high-value versus low-value buyers, and repeat versus one-time buyers.



Panel-informed attribution allows brands and agencies to:

- Map demographics and segments effectively, as independently-verified panel data allows gaps in customer registration data to be filled;
- Find users who did not see a brand's ad, but shows similarities to customers;
- Understand the behavior of users who saw an ad but did not engage;
- View customers' non-tagged behavior away from the brand's site; and
- See customers' purchase behaviors in the context of broader activities, such as their path to purchase and the types of media they use most often.

An overview of the new offering will be presented by Serge Matta, CEO of comScore, and Rob Jayson, Chief Data Officer at ZenithOptimedia, at the I-COM Global Summit in San Sebastian, Spain on Wednesday, 29 April.

"When it comes to understanding customers and prospects, cookie and CRM-based attribution methods don't give a complete enough picture to effectively reach customers and prospects," said Serge Matta, CEO of comScore. "Knowing there was potential to fill in certain critical gaps in attribution, we worked closely with Publicis and ZenithOptimedia to pilot this new approach that would address their clients' pressing questions. With a more holistic understanding of how advertising activity influences a brand's current and potential buyers, panel-informed attribution empowers brands and agencies to make better decisions about how, where and when they're engaging with customers to help increase sales."

"This panel-based attribution is a unique enhancement to the attribution space, really helping our clients gain a data-based strategic view of the complete set of purchaser actions in the run up to their transaction. This solution builds on cookie-based attribution to deliver insights into the timing and tactics to reach prospects and positively impact purchase behaviour," said Rob Jayson, Chief Data Officer at ZenithOptimedia.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

About ZenithOptimedia

ZenithOptimedia - www.zenithoptimedia.com - is a leading global media services network with over 7,400 people working in 262 offices across 74 countries. We are part of Publicis Groupe, the world's third largest communications group, and the world's second largest media counsel and buying group. As the first agency to apply a rigorous and objective approach to improving the effectiveness of marketing spend, ZenithOptimedia delivers to clients the best possible return on their communications investment. This philosophy is supported by a unique approach to strategy development and implementation across the full spectrum of paid, owned and earned contact points - the Live ROI planning process. The ZenithOptimedia Group of companies equips our clients with a full range of integrated skills across communications planning, value optimisation, performance media

and content creation.

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 this panel-based attribution solution to comScore, 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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