

comScore's Value of a Digital Ad Whitepaper Available for Download

How Campaign Delivery Performance and Effectiveness Measurement Can Align Dollars with Value and Drive Advertising ROI

RESTON, Va., Feb. 5, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR) today announced the publication of its latest whitepaper, [The Value of a Digital Ad](http://www.comscore.com/ValueDigitalAd). Available to the public as a complimentary download, the paper discusses the key challenges preventing digital advertising from realizing its full potential and how these challenges are being addressed. Recent innovations in digital ad measurement are helping reduce complexity, streamline processes, and provide insights for marketers and publishers seeking to determine the value of their digital advertising. To download a copy of the whitepaper, please visit: <http://www.comscore.com/ValueDigitalAd>.



The report examines digital ad measurement through the exploration of its two core components:

1) Campaign Delivery Performance

- Is the ad being delivered against an actual human being?
- If the ad appears in front of a human, is it viewable?
- Is the ad reaching its intended demographic target?

2) Effectiveness

- Do consumers have greater awareness, interest or purchase intent for the brand as a result of ad exposure?
- How does ad exposure drive in-store buying independent of an ad click?
- How can ad effectiveness measurement help brands improve ROI?

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.

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