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comScore Enhances Plan Metrix Solution with Mobile Data Inputs

Insight into Desktop and Mobile Usage Plus Offline Behavior Enables Advertisers to Enhance Campaigns and ROI

RESTON, Va., July 26, 2016 /PRNewswire/ -- [comScore, Inc.](http://comscore.com) (NASDAQ: SCOR), a leader in measuring the digital world, today announced the U.S. launch of mobile data insights within Plan Metrix, a robust solution that combines Internet users' actual online behavior with detailed offline information.



This combined solution will continue to deliver desktop insights, as well as provide insights into the offline behavior of mobile (smartphone and tablet) users on a monthly basis. The addition of mobile data into this syndicated product is a direct response to client demand for understanding the Internet mobile audience's offline habits, interests, preferences, and opinions, and enabling the ability to cross-tab those insights with the audience's Internet visitation.

"In today's hyper-targeted world, it's now imperative that our clients understand certain behaviors and attitudes within their target audiences," said Naresh Rekhi, Group Vice President of Product Management. "Plan Metrix enables the identification of audience segments and then allows them to reach those consumers across different platforms, resulting in more targeted campaigns and better ROI."

"As our clients' needs continue to evolve, comScore is constantly innovating to bring new measurement solutions and currencies to market, and enhancing existing products to provide our clients with the solutions they need to make their advertising efforts more valuable," added Rekhi.

Plan Metrix leverages inputs from both Media Metrix® and Mobile Metrix®, along with a tailored methodology, to deliver desktop and mobile insights that help clients across the spectrum -- advertisers, agencies, publishers, and even marketers - - to understand the psychographics and demographics of the audiences generated by their sites or mobile apps. Additionally, this offering provides deep competitive insights regarding how their own audiences compare to those of their competitors.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

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 Media Metrix 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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