

comScore Announces New Interactive Search Intelligence Service

'comScore Marketer' Service to Enable Marketers to Benchmark Performance and Optimize Online Marketing ROI

RESTON, Va., Oct 01, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the launch of comScore Marketer, a new interactive search intelligence service that enables search marketers and Web site operators to benchmark their performance versus competitors and optimize the ROI from their search marketing efforts.

"comScore Marketer is a new service that gives marketers a powerful and comprehensive set of tools to assess their online marketing performance," said Dan Lackner, senior vice president of comScore. "The granular information on both searchers and search terms available through this service empowers users with actionable search marketing intelligence."

comScore Marketer provides search marketers the tools to:

- Create more efficient and cost-effective campaigns using paid and organic search terms.
- Identify high performing search terms at a site and category level.
- Analyze searchers and the use of search terms by demographic segment.
- Discover high-potential consumer segments and pinpoint the optimal search sites and search terms to reach them.
- Find out who is competing on search terms to identify prime affiliate marketing partners.
- Maximize the ROI of search and online marketing investments.

comScore Marketer Highlights Paid versus Organic Search Referrals

One of the key benefits of comScore Marketer is the ability to perform competitive analysis of a market based on organic and paid click-thrus. The analysis below depicts the top click-thru destinations for people searching using the terms "credit card" or "credit cards."

Click-Thru Report for Search Terms "Credit Card" or "Credit Cards"
 June 2007
 Source: comScore Marketer

Click-Thru Destination Site	Share of Total Click-Thrus for Search Terms	Paid Percentage of Total Clicks	Organic (Algorithmic) Percentage of Total Clicks
Total Click-Thrus	6.8 MM	1.6 MM	5.2 MM
Total (%)	100.0	23.7	76.3
CreditCards.com	10.6	67.0	33.0
JP Morgan Chase Property	8.1	22.7	77.3
HSBC	6.1	38.1	61.9
Capital One	4.1	49.4	50.6
Citigroup	3.1	11.6	88.4
Bank of America	3.1	7.4	92.6

Bankrate.com Sites	2.8	10.5	89.5
American Express	2.3	42.4	57.6

The results reveal that CreditCards.com is the top click-thru destination for the aforementioned search terms, accounting for 10.6 percent of all click-thrus, followed by JP Morgan Chase Property (8.1 percent) and HSBC (6.1 percent). That CreditCards.com is the top destination is a function of its heavy paid search advertising strategy, as two-thirds (67.0 percent) of clicks to the site result from paid clicks. Meanwhile, JP Morgan Chase Property and HSBC each generated at least 6 percent of total click-thrus on the search terms, but with a significantly lower share of clicks resulting from paid search (22.7 percent and 38.1 percent, respectively). In other words, these sites are relatively more effective than CreditCards.com at generating "credit card"-related clicks via organic search results.

"CreditCards.com is clearly being more aggressive than its competition on the paid search front," continued Mr. Lackner. "Ultimately, that strategy might pay off, as long as the site is receiving an incrementally higher return on its paid search dollars. In order to optimize the return on their online marketing investment, companies must understand how they're performing relative to their competition."

For more information on the comScore Marketer, please call 866-276-6972 or visit: http://www.comscore.com/marketer/info_req

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>

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