

## **ADCONION MEDIA GROUP BECOMES THE FIRST AD NETWORK CLIENT TO OFFER COMSCORE'S NEW ADEFFX CAMPAIGN ESSENTIALS™ IN CANADA**

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**TORONTO, Canada, September 13, 2011** – Adconion Media Group, (<http://www.adconion.com>), one of the largest independent global audience and video content networks becomes the first ad network client to offer comScore's new AdEffx Campaign Essentials™ in Canada. The powerful campaign audience validation tool is used to verify the accuracy of audiences targeted in digital campaigns. By leveraging its longstanding strategic relationship with comScore and its impressive global footprint, Adconion is the first ad network client to successfully offer this tool in Canada.

In addition to AdEffx's Campaign Essentials, Adconion is also the first ad network to select AdXpose® under a worldwide deal. With the recent acquisition of the Seattle-based leader in campaign verification, optimization and brand safety, comScore strengthens its role as a comprehensive, end-to-end validation solutions company to advertisers, agencies and publishers. Adconion currently offers both Campaign Essentials and the AdXpose products in its Canadian, U.S., Australian and European markets.

"We have already been offering AdXpose in Canada, but being the first ad network to offer AdEffx as well positions us as true brand players," said VP of Adconion Canada, Tina Mooney. "With comScore/AdXpose, we are set up to validate real-time optimization on audience targeting and ad delivery that we can better measure now with AdEffx."

"As digital advertising is expected to increase year-over-year, so does the absolute need for real-time reporting and optimization capabilities," said Brent Bernie, president of comScore Media Metrix Canada. "Through AdEffx Campaign Essentials™ our clients can now accurately and confidently verify that their online campaigns were delivered to the correct audience at the desired reach and frequency in a brand-safe environment."

### **About Adconion Media Group**

Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is one of the largest independent global audience and video content networks, reaching over 325 million unique users – or one-quarter of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion provides customized solutions and innovative products designed in-house while delivering significant global reach across multiple platforms through a single network. Adconion has 16 offices in 8 countries around the world, is a member of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe.

Adconion Canada has also achieved VAST 2.0 accreditation and has partnered with leading verification and optimization analytics solutions like AdEffx, AdXpose and DoubleVerify to ensure a more accurate audience measurement and brand safe capacity.