

# ADCONION DIRECT

## THE DIGITAL DISTRIBUTION PLATFORM

### Adconion Direct Taps TRUSTe To Achieve Compliance With Ad Privacy Self-Regulatory Requirements

**SANTA MONICA, Calif. - July 27, 2011**—Adconion Direct ([www.adconiondirect.com](http://www.adconiondirect.com)), the standalone performance solutions business unit of Adconion Media Group, today announced it will use TRUSTe's OBA compliance platform to ensure brand safety and adherence to the ad privacy self-regulatory requirements. This will be done via TRUSTe's partnership with AdXpose to deliver a best-in-class OBA compliance solution for ads in the U.S.

By partnering with TRUSTe's [TRUSTed Ads](#) compliance platform, Adconion Direct actively seeks and employs industry best practices regarding online advertising and tracking in its quest to adhere to the high standards as outlined in the OBA self-regulatory guidelines. As the largest provider of OBA compliance services, TRUSTe offers the most recognized privacy brand, 14 years of deep privacy expertise and the most comprehensive compliance monitoring platform. This combination of capabilities will allow Adconion Direct to deliver accurate privacy notices reliably across billions of ad impressions while at the same time offering easy-to-understand privacy information and choices to consumers.

"Ad verification and delivery are an integral aspect of our business" said Brian Baumgart, President of Adconion Direct. "We are pleased to leverage TRUSTe's OBA solution so that we can provide our advertisers and consumers alike with enhanced campaign transparency, choice and accountability."

"We are excited to work with Adconion Direct to enable OBA compliance capabilities across their diversified and global media footprint," said Chris Babel, CEO TRUSTe. "Our research has shown that transparency and choice can serve as powerful tools to help advertisers build deeper trust with their consumers. Through our partnership with AdXpose, we can uniquely position Adconion Direct to deliver this trust to advertisers through a blend of high quality media and the most advanced compliance and brand safety technologies."

"We are extremely pleased that our partnership to date with Adconion Direct has blossomed," said Ryan Polley, COO of AdXpose. "Continuing the relationship with our OBA solution further demonstrates Adconion Direct's commitment to providing its customers with the industry's leading technology for the verification and delivery of ad campaigns across its network."

Adconion Direct's partnership with AdXpose has improved the safety and performance of digital ad campaigns. AdXpose helps block suggestive keywords and prevents ads from appearing on inappropriate sites. It also provides insights and analytics that help the advertisers and agencies who work with Adconion Direct to make more informed media buying and campaign planning decisions.

### **About Adconion Direct**

Adconion Direct ([www.adconiondirect.com](http://www.adconiondirect.com)) is a multi-channel digital distribution platform spanning Display, Email and Social Media, for agencies and advertisers looking for quality and scalable results, backed by a global media company with significant worldwide reach. Committed to continuously deliver results, deep insights and innovative distribution options to market, Adconion Direct is an ideal performance partner of choice for agencies and advertisers alike.

Adconion Direct is the standalone performance solutions business within Adconion Media Group, ([www.adconion.com](http://www.adconion.com)), one of the largest independent global audience and video content networks, reaching nearly 325 million unique users worldwide – one-quarter of the total global Internet population. Currently, Adconion has 16 offices in 8 countries around the world. It is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its first ever Ad Networks & Exchanges Quality Assurance program and is a founding member of IASH Europe.

### **About TRUSTe**

TRUSTe is the largest provider of OBA compliance services, serving notices on more than 10 billion ad impressions per month and the leading provider of online privacy solutions with a broad suite of privacy services to help businesses build trust and increase engagement across all of their online channels – including websites, mobile applications, advertising, cloud services, business analytics and email marketing. Over 4,000 web properties including those from top companies like Apple, AT&T, Disney, eBay, Facebook, HP, Microsoft, Nationwide, Pfizer and Yelp rely on TRUSTe to ensure compliance with evolving and complex privacy requirements. TRUSTe's mission, based on a "Truth in Privacy" framework, is built on a solid foundation of transparency, choice and accountability regarding the collection and use of personal information. TRUSTe's privacy seal is recognized and trusted by millions of consumers as a sign of responsible privacy practices. For additional information on TRUSTe and its offerings, please visit <http://www.truste.com/ads>.

### **About AdXpose**

AdXpose is the leader in digital advertising analytics solutions. The company's SaaS technology provides advertisers and publishers with greater transparency and confidence in the quality, safety, and performance of their digital advertising campaigns. The actionable optimization metrics captured by AdXpose solutions help its customers realize increased ROI, more profitable margins, and measurable ad effectiveness. AdXpose is headquartered in Seattle, WA, with offices in New York City, and is backed by Draper Fischer Jurvetson and Ignition Partners. For more information, visit [www.adxpose.com](http://www.adxpose.com).

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