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Deep Dive for advertisers

ZEDO INC. INTRODUCES NEW INTERNET AD REPORTING TECHNOLOGY

■ ZEDO Inc, the ad server for new internet websites announced earlier in the month the launch of a breakthrough in Internet Ad reporting technology named 'Zedo Ad Sequence Deep Dive Report'. The report measures performance of ads per user along the frequency of impressions using Click through rate as the metric. It is available per country and per ad placement and would be ranking the ads based on their performance. Roy de Souza, CEO, ZEDO says, "These reports instantly provide me with deep insight into what is happening on a site. Looking at it per channel is truly an eye opener that must be seen to be believed. With this report, ZEDO has extended its leadership in ad serving for high volume sites, in ad network optimisation and in behavioral targeting." According to reports, it can help advertisers to review their performance of ads depending on where they are in the ranking sequence i.e. 1st, 2nd, etc; and also expose new revenue opportunities for them. ■

