

AdEffx Campaign Essentials now available in Asia Pacific markets

SINGAPORE: comScore, Inc, a leader in measuring the digital world, has announced the availability of [AdEffx Campaign Essentials](#) in Asia Pacific markets, comScore's campaign audience validation tool used by digital marketers, agencies and publishers alike to verify the accuracy of audiences targeted in digital campaigns.



The service features an interactive dashboard with several highly sought functions for digital media planning and evaluation, including daily reporting of campaign demographics and traditional post-buy metrics such as Reach / Frequency and GRPs.

comScore AdEffx Campaign Essentials was first introduced in 2009 to the United States, and today is also available in Europe, Canada and Latin America. The [recent acquisition of AdXpose](#), a US-based leader in campaign verification, optimisation and brand safety, further enhances comScore's Campaign Essentials offering by enabling the development of a truly comprehensive, end-to-end validation solution. Campaign Essentials and the AdXpose offerings are currently both available in markets across the Asia Pacific region, providing marketers, agencies and publishers with the ability to leverage key synergistic benefits of the solutions, such as:

- Measurement of the actual audience composition reached and the frequency for specific media buys
- Effectiveness of impressions that were actually seen, as opposed to those that were served tracking pixels but never actually seen by a consumer
- Optimising placements and creatives based on performance, using real-time bidding platforms and online campaign alerting
- Comparing the performance of online and offline media plans using the same post-buy measures used in TV, such as reach, frequency and GRPs
- Creating custom segmentation to allow for reporting of specific audience target groups
- Evaluation of the safety of ad placement and effectiveness of brand messages in different contexts
- An understanding of consumer engagement with ads.

"comScore Campaign Essentials was able to tell us precisely which audiences were exposed to ads through our campaign," said Masako Wakana, associate director, Brand Contact, Starcom Worldwide Japan. "This visibility into the actual delivery of ads will bring valuable optimisation to the media planning process."

For more information about comScore AdEffx Campaign Essentials, please email learnmore@comscore.com.