

## comScore's AdEffx Campaign Essentials in Canada

TORONTO, CANADA: comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital work today announced the availability of [AdEffx Campaign Essentials](#) in Canada, 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.

"Digital ad spend in Canada reached \$2.2 billion in 2010, marking a significant milestone as it surpassed daily newspaper ad revenues for the first time," said Brent Bernie, president of comScore Media Metrix Canada. "Second now only to TV, the need for enhanced accountability in online campaigns has never been greater. Validating the target group delivery and return on investment for digital display, classified and video advertising is paramount if the industry is to continue to grow and ultimately challenge the number one placeholder."

### Essentials enhanced

comScore AdEffx Campaign Essentials was first introduced in 2009 to the United States, and today is also available in Europe and Canada. The [recent acquisition of AdXpose](#), the Seattle-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 Canada, 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

### Clients voice support for campaign essentials

AOL Canada recently signed on as the first publisher client of Campaign Essentials in Canada, representing the necessity of campaign validation from all players in the market. "AOL's commitment to lead the online industry in innovation and exceptional client service starts with pairing our initiatives with the right tools and technology," said Graham Moysey, general manager of AOL Canada. "Campaign Essentials aligns perfectly

to help us achieve these goals by delivering targeted, real-time campaign results to our esteemed customers."

"In our business, knowledge is power. Daily intelligence from tools like Campaign Essentials can be a very powerful asset for marketers to maximise results and minimise waste. By working to offer digital performance tracking tools that have long been the standard in the TV business, comScore has taken a necessary step for the industry. This product addresses the increasing need for the analytical tools that will help us understand and verify campaign delivery and performance in a real-time environment," said Jennifer Holgate, SVP Digital, Starcom MediaVest Group.

"The outcome of our campaigns measured by comScore Campaign Essentials helped to reaffirm some of our current thinking with regard to our digital media strategies. It provides us with new insights that were never previously available in the Canadian marketplace. We are able to demonstrate more clearly the reach of our online campaigns successfully aligned with our demographic target. A better understanding of who we're able to reach online is critical to making intelligent media buys," said Karl Flanders, VP Media, Saatchi & Saatchi Canada.

For more information about comScore AdEffx Campaign Essentials, please email [learnmore@comscore.com](mailto:learnmore@comscore.com).

For more, visit: <https://www.bizcommunity.com>