

RECENT PRESS COVERAGE SAMPLES, 2011-2012:

January 27, 2012

AdExchanger (C3 Metrics)

Taking Issue With Viewable Impressions

<http://www.adexchanger.com/data-driven-thinking/taking-issue/>

January 27, 2012

Denver BizJournal (DataLogix)

Companies join growing online ad sales trend

<http://www.bizjournals.com/denver/print-edition/2012/01/27/companies-join-growing-online-ad-sales.html>

January 26, 2012

New Venturist (PulsePoint)

Joshua Baer, serial entrepreneur from a dorm room to a board room

<http://newventurist.com/2012/01/joshua-baer-serial-entrepreneur-dorm-room-board-room/>

January 26, 2012

Adotas (Compass Labs)

Compass Labs Relaunches Behavior-Based Social Ad Targeting Platform

<http://www.adotas.com/2012/01/compass-labs-relaunches-behavior-based-social-ad-targeting-platform/>

January 26, 2012

MarketingSherpa (Compass Labs, Adara Media, Magnetic, Centro, C3 Metrics)

Marketing Wisdom for 2012

<http://www.marketingsherpa.com/data/members/special-reports/OPEN-SR-13-Marketing-Wisdom-for-2012.pdf>

January 25, 2012

MediaPost (Adara Media)

Whither Mobile?

<http://www.mediapost.com/publications/article/166451/whither-mobile.html>

January 25, 2012

Fortune (Adara Media)

Venture Capital Deals

<http://finance.fortune.cnn.com/2012/01/25/venture-capital-deals-65/>

January 25, 2012

AdExchanger (Adara Media)

Apple Makes \$13 Billion In Q4; OwnerIQ Buys DiJiPOP For Shopper Marketing

<http://www.adexchanger.com/ad-exchange-news/wednesday-01252012/>

January 24, 2012

San Jose BizJournal (Adara Media)

Adara Raises \$12.4M

<http://www.bizjournals.com/sanjose/news/2012/01/24/adara-media-raises-124m.html>

January 24, 2012

VentureWire (Adara Media)

Adara Media Looks to Target New Verticals With \$12.4M Round

<https://www.fis.dowjones.com/article.aspx?ProductIDFromApplication=32&aid=DJFVW00020120124e81opeeh0&r=Rss&s=DJFVW>

January 24, 2012

Web Analytics Demystified (Web Analytics Association)

Announcing the Analysis Exchange Scholarship

<http://blog.webanalyticsdemystified.com/weblog/2012/01/announcing-the-analysis-exchange-scholarship.html>

January 23, 2012

Adotas (Centro)

Brand Storytelling at Its Finest

<http://www.adotas.com/2012/01/brand-storytelling-at-its-finest/>

January 22, 2012

Interactive TV Today (Mixpo)

Interactive TV News Round-Up (II): Interactive Political Ads, ComScore Rankings, DLNA Premium

<http://www.itvt.com/story/8740/interactive-tv-news-round-ii-interactive-political-ads-comscore-rankings-dlna-premium>

January 20, 2012

MediaPost (C3 Metrics)

Taming Big Data

<http://www.mediapost.com/publications/article/166226/taming-big-data.html>

January 20, 2012

enLogica Interactive (Web Analytics Association)

Web Analytics Symposium Review

<http://enlogica.com/analytics/web-analytics-symposium-reivew/>

January 20, 2012

Adotas (Magnetic)

Hold On To Customers Through Retargeting

<http://www.adotas.com/2012/01/hold-on-to-customers-through-retargeting/>

January 20, 2012

iMedia Connection (HookLogic)

Media Motion: Legolas Media, Yahoo, and Digitas

<http://www.imediaconnection.com/content/30857.asp>

January 19, 2012

iMedia Connection (Adara Media)

The Post-Data Age

<http://blogs.imediaconnection.com/blog/author/laytonhan/>

January 18, 2012

Pocket Gamer (AdColony)

AdColony's Will Kaasoy on how its mobile video ads are up to 10 times more effective than online

<http://www.pocketgamer.biz/r/PG.Biz/AdColony+news/news.asp?c=37031>

January 18, 2012

paidContent (HookLogic)

Industry Moves: HookLogic; SwoopThat; ABCi; Digitas; Yahoo

<http://paidcontent.org/article/419-industry-moves-hooklogic-swoopthat-abci-digitas-yahoo/>

January 18, 2012

AdExchanger (HookLogic)

Brands Targeting Shoppers – Not Just Consumers – On Retailer Websites Says HookLogic CEO Opdyke

<http://www.adexchanger.com/ecommerce-2/hooklogic-2012/>

January 18, 2012

Search Engine Land (Magnetic)

Understanding Keywords In Search Retargeting

<http://searchengineland.com/understanding-keywords-in-search-retargeting-107952>

January 18, 2012

Terametric (C3 Metrics)

What do CMOs need to focus on in 2012?

<http://www.terametric.com/blog/2012/01/what-do-cmos-need-to-focus-on-in-2012/>

January 18, 2012

Mycustomer.com (Web Analytics Association)

MyCustomer.com members offered discount for social media analytics workshop

<http://www.mycustomer.com/topic/customer-intelligence/mycustomercom-members-offered-discount-social-media-analytics-workshop/1>

January 18, 2012

Analytics 2.0 (Web Analytics Association)

Standard and non-standard metrics

<http://www.analytics20.org/web-analytics/standard-and-non-standard-metrics-2/>

January 17, 2012

MediaPost (HookLogic)

People on the Move – HookLogic; Jeff Griffin

<http://www.mediapost.com/publications/article/165884/hooklogic-jeff-griffin.html>

January 17, 2012

iMedia Connection (Magnetic)

5 tactics for combining search and display

<http://www.imediaconnection.com/content/30839.asp>

January 17, 2012

AdAge (AudienceScience)

Lurching from One Event-Sale Day to the Next, Don't Forget the Data You Need

<http://adage.com/article/cmo-strategy/event-sale-days-forget-data/232127/>

January 15, 2012

Crain's NY Business (Magnetic)

Executive Moves: Jan. 16, 2012

<http://www.crainsnewyork.com/article/20120115/SUB/301159990>

January 13, 2012

Adotas (HookLogic)

New Hires: Weekly Roundup

<http://www.adotas.com/2012/01/new-hires-the-weekly-roundup/>

January 12, 2012

iMedia Connection (Compass Labs)

3 social media segments you can't ignore

<http://www.imediaconnection.com/content/30754.asp>

January 12, 2012

AnnArbor.com (HookLogic)

Downtown Ann Arbor expansion: Tech firm leases former Leopold Brothers brewery

<http://www.annarbor.com/business-review/software-firm-leases-11000-square-foot-leopold-brothers-brewery-in-downtown-ann-arbor/>

January 12, 2012

BizReport (HookLogic)

Moves could give online marketers more options

<http://www.bizreport.com/2012/01/moves-could-give-online-marketers-more-options.html>

January 11, 2012

MediaPost (HookLogic)

Jeff Griffin's "Moment Of Truth," Leaves Interpublic for HookLogic

<http://www.mediapost.com/publications/article/165433/jeff-griffins-moment-of-truth-leaves-interpubl.html?edition=42077>

January 10, 2012

Marketing Land (PulsePoint)

Return Path Acquires OtherInbox, Expanding Its Trove of Email Data

<http://marketingland.com/return-path-acquires-otherinbox-expanding-its-trove-of-email-data-2994>

January 10, 2012

Business Insider (C3 Metrics)

5 Things Chief Marketing Officers Need To Do To Stay On Top Of Their Game

<http://www.businessinsider.com/5-ways-chief-marketing-officers-can-make-an-impact-2012-1>

January 9, 2012

Reel SEO (Mixpo)

2011 Online Video Advertising Year In Review - Industry Leaders Reflect

<http://www.reelseo.com/2011-online-video-advertising-year-review/>

January 5, 2012

Entrepreneurs Unpluggd (Centro)

"You Have to Be Able To Convince Someone Of Your Produce" – Shawn Riegsecker

<http://www.entrepreneursunpluggd.com/blog/you-have-to-be-able-to-convince-someone-of-your-product>

January 4, 2012

iMedia Connection (C3 Metrics)

4 tips for moving beyond last-touch attribution

<http://www.imediaconnection.com/content/30739.asp>

January 4, 2012

SAS Blog (Web Analytics Association)

Advices for marketers from Web analytics guru Jim Sterne

<http://www.sas.com/knowledge-exchange/customer-intelligence/featured/main-feature/advice-for-marketers-from-web-analytics-guru-jim-sterne/index.html>

January 4, 2012

iMedia Connection (C3 Metrics)

4 tips for moving beyond last-touch attribution

<http://www.imediaconnection.com/content/30739.asp>

January 2, 2012

Silicon India (Compass Labs)

Maturity is Next Business Cycle for Social Media

http://www.siliconindia.com/magazine_articles/Maturity_is_Next_Business_Cycle_for_Social_Media-VZVU55271927.html

December 28, 2011

BizReport (AudienceScience)

How to use modeled data to engage online consumers

<http://www.bizreport.com/2011/12/how-to-use-modeled-data-to-engage-online-consumers.html>

December 28, 2011

Web Comics (PulsePoint)

PulsePoint's Top Four Tips

<http://www.webcomics.com/public-journal/2011/12/28/pulsepoints-top-four-tips.html>

December 27, 2011

Adotas (Magnetic)

New Hires: A Look At Late December

<http://www.adotas.com/2011/12/new-hires-a-look-at-late-december/>

December 27, 2011

BizReport (AudienceScience)

How data will impact 2012 for brands, merchants

<http://www.bizreport.com/2011/12/how-data-will-impact-2012-for-brands-merchants.html>

December 22, 2011

LA Times (C3 Metrics)

"X Factor," "Idol," "Biggest Loser" lead in product placement

<http://latimesblogs.latimes.com/showtracker/2011/12/suburgatory-big-bang-theory-have-most-memorable-product-placements.html>

December 21, 2011

SearchCRM (Web Analytics Association)

Group pushes for social media measurement standards

<http://searchcrm.techtarget.com/news/2240112913/Group-pushes-for-social-media-measurement-standards>

December 21, 2011

Digiday (Adara Media)

Don't Dodge the Data Deluge

<http://www.digiday.com/stories/don-t-dodge-the-data-deluge/>

December 21, 2011

Search Engine Land (Magnetic)

Fixing The Agency Disconnect Between Search & Display Buyers

<http://searchengineland.com/fixing-the-agency-disconnect-between-search-display-buyers-105394>

December 19, 2011

NBC Chicago (Centro)

Go to There: Entrepreneurs Unpluggd's Scaling Startups Event

<http://www.nbcchicago.com/blogs/inc-well/Go-to-There-Entrepreneurs-Unpluggds-Scaling-Startups-Event-135672618.html>

December 19, 2011

MediaPost (AudienceScience)

Finally, Online Shopping Isn't Just for The Affluent

<http://www.mediapost.com/publications/article/164439/finally-online-shopping-isnt-just-for-the-afflue.html?edition=41446>

December 19, 2011

Marketing Land (Magnetic)

The Future Of Display: What's Ahead For 2012

<http://marketingland.com/the-future-of-display-whats-ahead-for-2012-1722>

December 19, 2011

Online Behavior (Web Analytics Association)

Radically Rethinking Web Analytics

<http://online-behavior.com/analytics/rethinking>

December 19, 2011

iMedia Connection (AudienceScience)

A Change Is Gonna Come

<http://blogs.imediainconnection.com/blog/2011/12/19/a-change-is-gonna-come/>

December 16, 2011

paidContent.org (Magnetic)

Industry Moves: Main Street Connect; NatGeo; Twelfefold; uSamp; Kenshoo

<http://paidcontent.org/article/419-industry-moves-main-street-connect-natgeo-twelfefold-usamp-kenshoo/>

December 16, 2011

Lead411 Blog (Magnetic)

Sales and Marketing People On The Move – 12/16/2011

<http://www.lead411.com/blog/sales-and-marketing-people-on-the-move-12162011>

December 15, 2011

Built in Chicago (Centro)

ANNOUNCING: Entrepreneurs Unpluggd January 24th with Jason Fried, Talia Mashiach, and Shawn Riegsecker

http://www.builtinchicago.org/profiles/blogs/announcing-entrepreneurs-unpluggd-january-24th-with-jason-fried?xg_source=activity

December 15, 2011

Business Insider (C3 Metrics)

This Is What's Changing The Landscape Of Digital Advertising

<http://www.businessinsider.com/this-is-whats-changing-the-landscape-of-digital-advertising-2011-12>

December 15, 2011

Marketing Land (Web Analytics Association)

UK on Cookie Compliance: Website Owners "Must Try Harder"

<http://marketingland.com/european-cookies-compliance-rules-1456>

December 15, 2011

Adotas (Compass Labs)

Predictions For 2012: Social Media Beyond IPOs

<http://www.adotas.com/2011/12/predictions-for-2012-social-media-beyond-ipos/>

December 14, 2011

Business Insider (C3 Metrics)

Fortune Magazine Is Totally Wrong About The Larry Page Vs. Mark Zuckerberg Battle

http://www.businessinsider.com/fortune-magazine-is-totally-wrong-about-the-larry-page-vs-mark-zuckerberg-battle-2011-12?utm_source=twbutton&utm_medium=social&utm_campaign=advertising-contributor

December 14, 2011

AdExchanger (HookLogic)

RichRelevance CMO Kegley On Searchandise Acquisition And Strategy Ahead in Shopper Marketing Channel

<http://www.adexchanger.com/ecommerce-2/richrelevance-searchandise/>

December 13, 2011

IAB (PulsePoint)

Women Leading Ad Tech – It's a Ratio Difference, Not a Glass Ceiling

<http://www.iab.net/iablog/2011/12/women-leading-ad-tech---its-a-.html>

December 13, 2011

eConsultancy (Web Analytics Association)

Solving puzzles and teaching pigs to sign: the human side of web analytics

<http://econsultancy.com/us/blog/8399-solving-puzzles-and-teaching-pigs-to-sing-the-human-side-of-web-analytics>

December 12, 2011

MediaPost (PulsePoint)

Expansion Through Consolidation: An Oxymoron That Just Might Make Sense

<http://www.mediapost.com/publications/article/163620/expansion-through-consolidation-an-oxymoron-that.html>

December 12, 2011

Marketing Land (AudienceScience)

Retargeting Outperforms Online Marketing Averages on Cyber Monday

<http://marketingland.com/retargeting-outperforms-online-marketing-averages-on-cyber-monday-1026>

December 7, 2011

iMedia Connection (Magnetic)

All Marketers Are Geniuses: Keeping Up With the Searchers

<http://blogs.imediaconnection.com/blog/2011/12/07/all-marketers-are-geniuses-keeping-up-with-the-searchers/>

December 5, 2011

ClickZ (Web Analytics Association)

So Who Asked? What Governments Officially Say About Web Analytics

http://www.clickz.com/clickz/column/2129782/-governments-officially-web-analytics?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed28ClickZ+-+Columns

December 2, 2011

iMedia Connection (C3 Metrics)

3 Warnings of a Digital Marketing Apocalypse

<http://www.imediaconnection.com/content/30593.asp>

December 2, 2011

Trendcentral (AdColony)

First Fridays: Will Kasso, CEO of AdColony

<http://www.trendcentral.com/tech/first-fridays-will-kasso-ceo-of-adcolony/>

December 1, 2011

Hotel Marketing (Adara Media)

Strategies to stay ahead in online travel marketing

http://hotelmktg.com/index.php/content/article/strategies_to_stay_ahead_in_online_travel_marketing

November 30, 2011

WebProNews (GetResponse)

Should You Be Employing a "Free Trial" Button On Your Site?

<http://www.webpronews.com/should-you-be-employing-a-free-trial-button-on-your-site-2011-11>

November 30, 2011

TMCnet (GetResponse)

GetResponse Unveils Email Intelligence for Better Analytics

<http://email-marketing-companies.tmcnet.com/topics/email-marketing-companies/articles/240014-getresponse-unveils-email-intelligence-better-analytics.htm>

November 29, 2011

Website Magazine (GetResponse)

Find the ROI of Email with GetResponse

<http://www.websitemagazine.com/content/blogs/posts/archive/2011/11/29/the-roi-of-email.aspx>

November 28, 2011

BizReport (GetResponse)

3 Email tips to push holiday campaign ROI

<http://www.bizreport.com/2011/11/3-email-tips-to-push-holiday-campaign-roi.html>

November 28, 2011

Pocketgamer (AdColony)

PressOK's Ryan Morel on how its hyper-local ad network PlacePlay offers eCPM of up to \$8

<http://www.pocketgamer.biz/r/PG.Biz/PlacePlay/feature.asp?c=35595>

November 28, 2011

DestinationCRM (GetResponse)

GetResponse Launches New Email Intelligence Suite

<http://www.destinationcrm.com/Articles/CRM-News/Daily-News/GetResponse-Launches-New-Email-Intelligence-Suite---79104.aspx>

November 23, 2011

Adotas (Centro)

Holiday Cheer Forecasted For Online Retailers

<http://www.adotas.com/2011/11/holiday-cheer-forecasted-for-online-retailers/>

November 22, 2011

Business Insider (PulsePoint)

Being Grateful.

<http://www.businessinsider.com/being-grateful-2011-11>

November 21, 2011

iMedia Connection (AudienceScience)

Welcome to the NAI, Marc Groman: Celebrating the Conversations

<http://blogs.imediaconnection.com/blog/2011/11/21/nai-marc-groman-celebrating-conversations/>

November 18, 2011

Compliance Week (NAI)

Network Advertising Initiative Names New General Counsel

<http://www.complianceweek.com/network-advertising-initiative-names-new-general-counsel/article/217087/>

November 18, 2011

IAPP (NAI)

FTC Chief Privacy Officer To Become New Executive Director of NAI

https://www.privacyassociation.org/publications/2011_11_18_ftc_chief_privacy_officer_to_become_new_executive_director_of_nai

November 18, 2011

ClickZ (NAI)

FTC Privacy Chief Jumps to the NAI

<http://www.clickz.com/clickz/news/2126345/ftc-privacy-chief-jumps-nai>

November 18, 2011

Adotas (NAI)

Marc Groman To Be Exec At NAI

<http://www.adotas.com/2011/11/marc-groman-to-be-exec-at-nai/>

November 18, 2011

AdExchanger (NAI)

24/7 Adding RTB To Open AdStream; NAI Gets FTC Exec; ShareThis Serving Planners

<http://www.adexchanger.com/ad-exchange-news/friday-11182011/>

November 17, 2011

MediaPost (NAI)

Self-Regulatory Group Taps FTC Official For Executive Director

<http://www.mediapost.com/publications/article/162611/self-regulatory-group-taps-ftc-official-for-execut.html>

November 17, 2011

Digital Media Wire (NAI)

NAI Names FTC's Marc Groman as Executive Director

<http://www.dmwmedia.com/news/2011/11/17/nai-names-ftcs-marc-groman-as-executive-director>

November 17, 2011

New York Times (NAI)

Online Advertising Group Hires New Chief

<http://mediadecoder.blogs.nytimes.com/2011/11/17/online-advertising-group-hires-new-chief/>

November 16, 2011

Auto Remarketing (HookLogic)

Engaging and Retaining Customers: Experts Cover Social Media, Mobile Usage and More

<http://www.autoremarketing.com/technology/engaging-and-retaining-customers-experts-cover-social-media-mobile-usage-and-more>

November 15, 2011

MediaPost (Compass Labs)

People on the Move

<http://www.mediapost.com/publications/article/162421/compass-labs-molly-glover-gallatin-and-ananth-nag.html>

November 14, 2011

BizReport (PulsePoint)

Two video offerings to help brands better connect

<http://www.bizreport.com/2011/11/two-video-offerings-to-help-brands-better-connect.html>

November 14, 2011

iMedia Connection (Centro)

Converting Auto Sales: Data Creates Opportunity

<http://blogs.imediaconnection.com/blog/2011/11/14/converting-auto-sales-data-creates-opportunities/>

November 14, 2011

CMO.com (Magnetic)

Three Search-Enhancing Strategies

<http://www.cmo.com/search/three-search-enhancing-strategies-2012>

November 11, 2011

iMedia Connection (Compass Labs)

Media Motion: Pandora, Martin Williams and Jun Group

<http://www.imediaconnection.com/content/30488.asp>

November 10, 2011

AdExchanger (PulsePoint)

MediaMind Owner DG Gets New CEO; Razorfish Buying Exchanges; VivaKi Talks Scale

<http://www.adexchanger.com/ad-exchange-news/thursday-11102011/>

November 10, 2011

paidContent (Compass Labs)

Industry Moves: Safari Books Online; Compass Labs; Mesa; SocialVolt

<http://paidcontent.org/article/419-industry-moves-safari-books-online-compass-labs-mesa-socialvolt/>

November 10, 2011

ClickZ (Web Analytics Association)

Asking Better Questions

<http://www.clickz.com/clickz/column/2123222/questions>

November 9, 2011

ClickZ (PulsePoint)

When Big Data Doesn't Provide Big Insights

<http://www.clickz.com/clickz/column/2123266/doesnt-provide-insights>

November 8, 2011

Silicon Valley Business Journal (Compass Labs)

People on the Move—Molly Glover Gallatin

<http://www.bizjournals.com/sanjose/potmsearch/detail/submission/341231>

November 8, 2011

M&M Global (AudienceScience)

AudienceScience steps up Euro expansion

<http://www.mandmglobal.com/news/08-11-11/audiencescience-steps-up-euro-expansion.aspx>

November 3, 2011

AdAge (AudienceScience)

It's Time for Online Advertising to Move Beyond Old-Fashioned 'Audience' Buying

<http://adage.com/article/digitalnext/time-online-advertising-move-fashion-ed-audience-buying/230788/>

November 2, 2011

Digiday (C3 Metrics)

Why Groupon Should Skip the IPO and Go Google

<http://www.digiday.com/stories/why-groupon-should-skip-the-ipo-and-go-google/>

November 1, 2011

Crain's Chicago (Centro)

Silicon City: Next Phase in Centro's growth—a software spinoff

<http://www.chicagobusiness.com/article/20111101/BLOGS06/111109990/silicon-city-next-phase-in-centros-growth-a-software-spinoff>

November 1, 2011

Retail Online Integration (HookLogic)

Cover Story: 50 Best Tips of 2011

<http://www.retailonlineintegration.com/article/50-best-tips-2011/1>

November 1, 2011

Jaunted (C3 Metrics)

What's In Your Carry-On, Mark Hughes?

<http://www.jaunted.com/story/2011/11/1/165330/308/travel/What%27s+in+Your+Carry-on%2C+Mark+Hughes%3F>

November 1, 2011

New York Observer (PulsePoint)

The Online World's Brick-and-Mortar Man

<http://www.observer.com/2011/11/the-online-worlds-brick-and-mortar-man/>

October 31, 2011

iMedia Connection (AudienceScience)

Ad Technology Seconds That Emotion

<http://blogs.imediaconnection.com/blog/2011/10/31/ad-technology-seconds-that-emotion/>

October 28, 2011

AdAge (C3 Metrics)

Even on the Ground, A Good Elevator Pitch Can Lift a Clients Attention to What Counts
<http://adage.com/article/small-agency-diary/elevator-pitch-approach-focuses-clients-counts/230698/>

October 28, 2011
AdExchanger (AudienceScience)

If A Consumer Asked You, "Why Is Tracking Good?", What Would You Say?
<http://www.adexchanger.com/online-advertising/why-is-tracking-good/#audiencescience>

October 27, 2011
AutoRoll—Home Based Business (GetResponse)

Is GetResponse Really a Better Choice for Online Marketers?
<http://homebasedbusiness.therefinedgeek.com.au/index.php/2011/10/is-getresponse-really-a-better-choice-for-online-marketers/>

October 27, 2011
New Atlantic Ventures (PulsePoint)

Portfolio: PulsePoint
<http://navfund.com/portfolio/pulsepoint>

October 27, 2011
AnnArbor.com (HookLogic)

Wall Street hedge fund takes control of Ann Arbor corner: What's next?
<http://www.annarbor.com/business-review/kingsley-lane-foreclosure-ann-arbor-wall-street-hedge-fund/>

October 27, 2011
Online Behavior (Web Analytics Association)

Interview with Bryan Eisenberg-Online Marketing Pioneer (video)
<http://online-behavior.com/emetrics/bryan-eisenberg-interview>

October 26, 2011
MediaPost (Adara)

Stealing Affluent Branding, Fair and Square
<http://www.mediapost.com/publications/article/161089/stealing-affluent-branding-fair-and-square.html>

October 26, 2011
Search Engine Land (Magnetic)

Tips for Checking Your Holiday Retargeting List Twice
<http://searchengineland.com/tips-for-checking-your-holiday-retargeting-list-twice-98548>

October 26, 2011
iMedia Connection (Magnetic)

All Marketers Are Geniuses: "Smart Is In"
<http://blogs.imediaconnection.com/blog/2011/10/26/all-marketers-are-geniuses-smart-is-in/>

October 26, 2011
PoMo Blog (Centro)

The big, dumb audience
<http://www.thepomoblog.com/index.php/the-big-dumb-audience/>

October 24, 2011
Adotas (Magnetic)

Looking for the Open Spaces in the LUMAScape
<http://www.adotas.com/2011/10/lumascap-consolidation-open-spaces-search-display-magnetic/>

October 24, 2011
Adotas (Compass Labs)

Welcome Aboard: Green Is New CEO at Magnetic, Apfellbaum Chair at Media Ventures Group
<http://www.adotas.com/2011/10/welcome-aboard-green-is-new-ceo-at-magnetic-apfelbaum-chair-at-media-ventures-group/>

October 24, 2011
ZAutos (HookLogic)

Dealerships Experiment with Innovative Marketing Strategies
<http://zautos.com/dealerships-experiment-with-innovative-marketing-strategies/>

October 22, 2011
OneClickOptin (GetResponse)

GetResponse—Your one-stop email marketing solution
<http://www.oneclickoptin.net/list-building/getresponse---your-one-stop-email-marketing-solution/>

October 21, 2011
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Grapevine Star Media Trend Alert—Key Trends in Digital Advertising
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Don't Get Lazy With Affluents

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Digital Losing Out on Campaign Ad Billions Politicians love the Web for outreach, but television's far ahead in the race for their ad dollars

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AutoUSA & HookLogic Partner for Incentive Program to Boost Showroom Traffic

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Online ad spending up, venture capitalists look for next big thing

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Solving the Web's Attribution Puzzle

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Analysis: Does it make sense to invest in Ventures Targeting Global Latin Audiences?

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Next Post**Previous Post****Small Business News: Search Engine Marketing**

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Coremetrics Offers a Foggy View of Lifecycle Analysis

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Former MileOne Exec Named Auto President at HookLogic

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HookLogic Increases Lead-To-Show Rates And Vehicle Sales For Suburban Collection With Targeted Incentive Program

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Effective Audience Targeting Leads to Bigger Display Budgets

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Publishers leveraging audience targeting anticipate 86% jump in online display ad revenue

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Meet Rob Ward: A Silicon Valley venture capitalist who loves what's going on in Seattle

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Audience Targeting Drives Spending Uptick

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E&Y Names Entrepreneur of The Year Midwest Finalists Posted

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With Originators, Assists, and Converters, C3 Metrics Targeting Attribution Says CEO Hughes

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Portada Quick Hits Capturing a Global Audience Online

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Explainer: The AMP

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Adara Media Leveraging Data Of Loyalty Programs To Reach The Right Audience Says CEO Han

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Some Companies Are Looking Forward To Do Not Track. Just Not So Many Versions of It

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Do not track tools push firms to crossroad

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Search + Display + Attribution Modeling = Transparency

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MOVE OF THE WEEK: STUART COLMAN, AUDIENCESCIENCE

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Industry Moves: BuzzLogic; TooFab; Buysight; Sharethrough; eYeka

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Want To Be Part Of The Program At Email Insider Summit?

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=146469

March 10, 2011

San Jose Business Journal (Buysight)

Yahoo veteran named Buysight strategy chief

<http://www.bizjournals.com/sanjose/news/2011/03/10/yahoo-exec-named-buysight-strategy-chief.html>

March 8, 2011

Search Discovery Blog (Web Analytics Association)

Evan LaPointe of Search Discovery nominated for the "Most Influential Industry Contributor" by WAA

<http://www.searchdiscovery.com/news/waa-ewan-lapointe-press-release.php>

March 8, 2011

AdExchanger (Magnetic)

Inspired By Cadreon Days, CEO Pieper Aims Pretarget At Keywords For Display Advertising

<http://www.adexchanger.com/online-advertising/pretarget/>

March 4, 2011

Digiday (Centro)

VCs Love Web Data Firms

<http://www.digidaydaily.com/stories/vcs-love-web-data-firms/>

March 4, 2011

M&M Global (AudienceScience)

AudienceScience promotes Europe MD

<http://www.mandmglobal.com/news/04-03-11/audiencescience-promotes-europe-md.aspx>

March 3, 2011

Business2Community (eMetrics)

Jim Sterne Interview On The Importance Of Post-Click Marketing

<http://www.b2cmarketinginsider.com/online-marketing/jim-sterne-interview-on-the-importance-of-post-click-marketing-017127>

March 3, 2011

AdAge (Questus)

Why Data Overload Is Ruining This Industry: Somebody Tell an Interesting Story, Please

<http://adage.com/article/small-agency-diary/data-overload-ruining-industry/149183/>

March 2, 2011

DMNews (Datran)

Defining Do Not Track so it doesn't 'break' the Internet

<http://www.dmnews.com/defining-do-not-track-so-it-doesnt-break-the-internet/article/197465/>

March 1, 2011

BizReport (HookLogic)

Shoebuy taps HookLogic for brand, product placements

<http://www.bizreport.com/2011/03/shoebuy-taps-hooklogic-for-brand-product-placements.html>

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Digiday (Web Analytics Association)

The Web Analytics Association Awards Finalists Talk Data

<http://www.digidaydaily.com/stories/the-web-analytics-association-awards-finalists-talk-data/>

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ClickZ (Datran)

"PROTECTING CONSUMER PRIVACY IN AN ERA OF RAPID CHANGE": A REALITY CHECK

http://www.clickz.com/digital_assets/2621/ClickZ-Privacy-Report-Feedback.pdf

February 25, 2011

AdExchanger (HookLogic)

HookLogic Bringing Media Strategy To Ecommerce Says CEO Opdyke

<http://www.adexchanger.com/online-advertising/hooklogic/>

February 24, 2011

Digiday:Daily (Adara)

DIGIDAY, Google Survey Reveals Rapid Rise in RTB

<http://www.digidaydaily.com/stories/digiday-google-survey-reveals-rapid-rise-in-rtb/>

February 24, 2011

eM+C (HookLogic)

4 Hot Topics From eTail

http://www.emarketingandcommerce.com/blog/4-hot-topics-from-etail-show#utm_source=emarketingandcommerce.com&utm_medium=search_results_page&utm_campaign=search_result

February 24, 2011

BizReport (AudienceScience)

AudienceScience, Tumri to power audience-centric targeting

<http://www.bizreport.com/2011/02/audiencescience-tumri-to-power-audience-centric-targeting.html>

February 23, 2011

Point of Sale News (HookLogic)

Partnership Helps Reach Active Shoppers at Point of Sale

<http://www.pointofsale.com/Point-of-Sale-News/partnership-helps-reach-active-shoppers-at-point-of-sale.html>

February 22, 2011

Direct Marketing News (HookLogic)

Your ads don't have to annoy consumers

<http://www.dmnews.com/your-ads-dont-have-to-annoy-consumers/article/196743/>

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IAB Smartbrief (AudienceScience)

Los Angeles, Detroit, New York: Digital Media success stories are coming to you

<http://alquemie.smartbrief.com/alquemie/servlet/encodeServlet?issueid=A2F6D585-E9E4-4D9C-B866-51941879B1B2&sid=9a375f81-708d-44e5-a5f7-ca5c11478ab7>

February 19, 2011

Search Engine Watch (Web Analytics Association)

Top Level Trends of SEM Worldwide in 2010 and 2011

<http://searchenginewatch.com/3641913>

February 18, 2011

ClickZ (Datran)

Do-Not-Track Deserves to Be Derailed

<http://www.clickz.com/clickz/column/2027210/-track-deserves-derailed>

February 18, 2011

Beyond the Pedway (Centro)

From A Desk And A Chair In The Server Room To \$116 Million In Revenue – with Shawn Riegsecker

<http://www.beyondthepedway.com/shawn-riegsecker-centro-interview>

February 18, 2011

Ad Ops Online (AudienceScience)

AudienceScience Selects Tumri as Preferred Partner to Power Dynamic Creative Solutions

<http://www.adoperationsonline.com/2011/02/18/audiencescience-selects-tumri-as-preferred-partner-to-power-dynamic-creative-solutions/>

February 16, 2011

Digiday (Magnetic)

Data 101: Targeting Display

<http://www.digidaydaily.com/stories/data-101-targeting-display/>

February 16, 2011

MarketingVox (PreferenceCentral)

A New Twist to User's Choice: RadiumOne Makes Display Ads Social

<http://www.marketingvox.com/a-new-twist-to-users-choice-radiumone-makes-display-ads-social-048717/>

February 15, 2011

Digiday (Buysight)

5Qs with Buysight CEO Shaukat Shamim

<http://www.digidaydaily.com/stories/5qs-with-buysight-ceo-shaukat-shamim/>

February 14, 2011

Quad-Cities Online (Centro)

Learn how to communicate across all mediums

<http://qconline.com/archives/qco/display.php?id=530997>

February 11, 2011

Digiday:Data (Adara)

The Missing Element in Your Targeting Program

<http://www.digidaydaily.com/stories/the-missing-element-in-your-targeting-program/>

February 11, 2011

CityBizList (Magnetic)

Editor's Eye on New York: Silicon Valley Angel Ron Conway Aligns in N.Y. for Bit.ly, FourSquare, BuddyMedia, Betaworks, and 31 more Startups

<http://m.citybizlist.com/city/details/18/120699>

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MediaPost (AudienceScience)

AudienceScience, Tumri Partner To Boost Audience Targeting

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=144654&nid=123613

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Portada (Centro)

Portada Quick Hits: AOL-Huffpo Latino, SoCal Hispanic Newspaper Consolidation?, Centro

<http://www.portada-online.com/article.aspx?aid=7529>

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Illinois Technology Association (Centro)

U.S. Senator Dick Durbin and local technology company leaders discuss jobs, economy, and legislation

[http://www.illinoistech.org/story.aspx/303332?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ITA-LatestBuzz+\(ITA%3A+All+the+Latest+Buzz+around+the+Illinois+Tech+Community\)](http://www.illinoistech.org/story.aspx/303332?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ITA-LatestBuzz+(ITA%3A+All+the+Latest+Buzz+around+the+Illinois+Tech+Community))

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AdAge (Questus)

Five Key Lessons From Recently Fired NFL Coaches: Let Their Failure Be Your Learning Opportunity

<http://adage.com/article/small-agency-diary/key-lessons-recently-fired-nfl-coaches/148744/>

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Retail Merchandiser (HookLogic)

Online Shopper Traffic Monetization

<http://retail-merchandiser.com/dailydose/retail-roundup-archive-/777-online-shopper-traffic-monetization.html>

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Managing Large Testing Teams

<http://www.clickz.com/clickz/column/2023723/managing-testing-teams>

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Tynt: The Biggest Data Collector You Never Heard Of Can Tell What Words Drive Users To/From Your Site

http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=144109

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Top Toolkit News: 127 new dimensions added to Google Analytics Data Export API | Analytics code of ethics | Amazon email service |

<http://www.marketingvox.com/top-toolkit-news-127-new-dimensions-added-to-google-analytics-data-export-api-analytics-code-of-ethics-amazon-email-service-048587/>

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AlwaysOn Top 100 Private Companies: Looking for Love in Social Media

<http://www.digidaydaily.com/stories/always-on-top-100-private-companies-looking-for-love-in-social-media/>

January 31, 2011

Technori (Centro)

The Mennonite Ad Guru

<http://www.technori.com/2011/01/122-The-Mennonite-Ad-Guru-Shawn-Riegsecker-Centro-are-Taking-the-Advertising/>

January 27, 2011

Wall Street Journal Digits (Web Analytics Association)

Web Analysts Back Code of Ethics Amid Privacy Concerns

<http://blogs.wsj.com/digits/2011/01/27/web-analysts-back-code-of-ethics-amid-privacy-concerns/>

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Dennis trials predictive behavioural ad targeting

<http://www.nma.co.uk/news/dennis-trials-predictive-behavioural-ad-targeting/3022767.article>

January 25, 2011

Adotas (Magnetic)

Welcome Aboard: BlueCava, Skyword And More

<http://www.adotas.com/2011/01/welcome-aboard-bluecava-skyword-and-more/>

January 24, 2011

Built in Chicago (Centro)

Chicago entrepreneurs share their hiring experiences

<http://www.builtinchicago.org/profiles/blogs/chicago-entrepreneurs-share>

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Ad Ops Online (Adara)

AlwaysOn Reveals OnMedia 100 Award Winners

<http://www.adoperationsonline.com/2010/01/21/always-on-reveals-onmedia-100-award-winners/>

January 21, 2011

eMedia Vitals (Datran Media)

Where to opt out?

<http://emediavitals.com/content/publishers-online-advertising-self-regulation>

January 20, 2011

PC Mag (AudienceScience)

Online Content: How Publishers and Advertisers Need To Change

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ClickZ (Web Analytics Association)

Marketing Analytics Maturity

<http://www.clickz.com/clickz/column/1938319/marketing-analytics-maturity>

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What's E-Commerce Media, and Why Do I Need a Strategy?

<http://www.retailonlineintegration.com/article/what-e-commerce-media-why-do-i-need-strategy/1>

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Centro CEO Riegsecker Say Transis Aiming At Attribution With 'Intelligent Automation'

<http://www.adexchanger.com/agencies/centro-ceo-riegsecker-transis/>

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Ad targeting is set to rise

<http://www.internetretailer.com/2011/01/13/ad-targeting-set-rise>

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Reports: Ad targeting, SMB spending on the up in 2011

<http://www.bizreport.com/2011/01/reports-ad-targeting-smb-spending-on-the-up-in-2011.html#>

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Audience targeting benefits brands

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MediaPost Media Daily News (Centro)

Centro Raises \$22M, Expands Sales, Media Buying

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Analyst Q&A: Behavioral Targeting Is an Issue of Control

<http://www.emarketer.com/blog/index.php/analyst-qa-behavioral-targeting-control-issue/>

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Centro, [x+1] gain funding

<http://www.btobonline.com/article/20110106/FREE/301069996/centro-x-1-gain-funding>

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Men Are More Open to Online Tracking

<http://www.emarketer.com/Article.aspx?R=1008149>

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Centro Raises \$22.5 Million To Push Its Online Media Buying Software

<http://paidcontent.org/article/419-centro-raises-22.5-million-to-push-its-online-media-buying-software/>

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Centro Gets \$22.5 Million; Sees Big Growth in Regional Display

<http://blog.kelseygroup.com/index.php/2011/01/04/centro-gets-22-5-million-sees-big-growth-in-regional-display/>

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Centro Raises \$22.5 Million from FTV Capital

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