

## comScore Announces Availability of Brand Survey Lift™ Pulse, a Campaign Branding Effectiveness Solution for Measuring Breakthrough and Impact in Real-Time

### BSL Pulse Enables In-Flight Campaign Optimization to Improve Targeting, Maximize Yield and Reduce Wasted Ad Spend

RESTON, Va., Nov. 26, 2012 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today announced the availability of [Brand Survey Lift™ Pulse](#) (BSL Pulse), an actionable, integrated and accurate campaign branding effectiveness product for measuring the breakthrough and impact of campaigns in real-time. BSL Pulse enables agencies, publishers and brands to optimize campaigns in-flight, thereby helping to improve targeting, maximize yield and reduce wasted ad spend. BSL Pulse is currently available in 23 markets worldwide, with additional market rollouts occurring in the coming months.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

"There is a growing need for real-time campaign effectiveness results that are truly actionable, meaning they provide not just quick insights but also meaningful metrics that enable course-correction in real-time," said Anne Hunter, Senior Vice President, Advertising Effectiveness at comScore. "BSL Pulse goes beyond answering basic effectiveness questions about the ability of a campaign to generate lifts in breakthrough, intent-to-purchase or likelihood-to-recommend, by also revealing the drivers of that impact, whether it's the strength of the creative, publisher or placement, as well as the audience segments posting the strongest lifts. Answers to these more telling questions are what can truly inform in-flight optimization, which helps deliver stronger ROI."

BSL Pulse, a part of comScore's [AdEffx™](#) suite, offers several key advantages over existing short-form branding effectiveness solutions:

- **Actionable.** Unlike other single-question solutions, BSL Pulse includes up to five questions to go beyond '*the what*' to also answer '*the who*' and '*the why*' questions needed to make smart optimization and future planning decisions.
- **Integrated.** BSL Pulse offers intuitive and efficient survey set up and in-flight optimization by leveraging a single tag (employed throughout the AdEffx suite) in a single study through a single partner. This eliminates the need to parse together multiple studies through multiple vendors, making it operationally efficient and simple.
- **Accurate.** Unlike other studies available in the market, each BSL Pulse study uses the highest quality methods to deliver the highest quality results, proving that just because a survey is quick doesn't mean the results can't be reliable. All survey results are weighted and balanced against actual ad delivery to ensure that results are representative of the audience actually exposed to the ad campaign, not just those who are most likely to take surveys.

"BSL Pulse offered a quick solution that exceeded our expectations. Between the ease of execution and speed of feedback, BSL Pulse addresses a lot of limitations in other products in the market," said Matt Devlin, Digital Director, PHD Canada. "While the campaign was still running, we were already getting a reading on its performance. These insights allowed us to quickly optimize the media buy to drive stronger results — based on brand awareness and purchase intent."

For more information about [Brand Survey Lift Pulse](#), please email [learnmore@comscore.com](mailto:learnmore@comscore.com).

#### About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

#### Cautionary Note Regarding Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and benefits to comScore from Brand Survey Lift Pulse, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the product, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports

on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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