

Ad-Juster Teams with Adometry to Help Online Publishers Improve Advertising Performance

Integration with Adometry TagScan™ Gives Ad-Juster Publisher Partners Automated Tag and Page Testing to Reduce Display Ad Delivery Discrepancies and Secure Data

SAN DIEGO – October 19th, 2011 – Ad-Juster, Inc. today announced it has partnered with [Adometry](#)™, Inc., the leader in cross channel attribution, verification and optimization solutions, to give digital publishers improved visibility and control over ads running across their sites. As part of the agreement, Ad-Juster will integrate its delivery data collection service with Adometry TagScan™. This will help Ad-Juster publisher partners ensure that third-party data from ad exchanges, ad networks, trading desks and direct ad buys do not interfere with site performance by introducing latency, distributing malware or collecting unauthorized data.

Adometry TagScan gives publishers the transparency and controls needed to enforce policies and identify issues, both before trafficking ads and with ongoing monitoring of their sites. TagScan can alert ad operations teams before issues are escalated or become crises. Publishers working with Ad-Juster can now seamlessly enable TagScan to monitor ads running through their systems and alert them of any policy violations – all without the need to import ad creatives.

“Tag management is a key part of digital campaign success, and our integration with Adometry’s TagScan is an important step in providing the ‘why’ to specific tag-related discrepancy situations,” said Mike Lewis, President of Ad-Juster, Inc.

“Our goal is to improve the performance of online advertising for digital publishers, advertisers and agencies,” said John Dietz, vice president of Product Management for Adometry. “By teaming with Ad-Juster, we are helping its publisher partners prevent data leakage, protect against malware, and improve site performance for the advertisers they serve.”

About Adometry

[Adometry](#), Inc. provides scoring, auditing, verification, and attribution metrics to optimize results for online advertisers, agencies, publishers, and ad networks. Tracking billions of impressions in real-time, reporting on where they appeared, for how long, and to what effect; the Adometry mission is to bring greater levels of transparency and accountability to the online advertising industry. Headquartered in Austin, Texas, Adometry is privately held and backed by Sierra Ventures, Austin Ventures, Shasta Ventures and Stanford University. For more information visit www.adometry.com.

About Ad-Juster

Ad-Juster is the world’s only 3rd party reporting and discrepancy management tool. Ad-Juster currently provides actionable data to over 60 digital agencies, networks and publishers. Ad-Juster automatically identifies and reports ad delivery discrepancies – helping manage one of the digital ad world's most painful problems. See Ad-Juster.com for more information.

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