

RESEARCH NOW

Research Now Launches Online Ad Tracking Tool

Research Now's new product helps clients track and survey online advertising campaigns

LONDON, 1 June, 2010- Research Now, the leading global online sampling and online data collection company today announced the launch of Online Ad Tracking, the company's ad tracking tool, which enables clients to monitor the success of their online ad campaigns.

The aim of Online Ad Tracking with Research Now is to help marketers, advertising agencies and market researchers, track and survey their online advertising campaigns, allowing them to assess brand awareness and measure online ad effectiveness. This enables clients to identify panel members who were exposed to an online ad campaign, as well as capture relevant information about the campaign, the websites where the ad appeared, and the time and date that it appeared.

Panellists who have been exposed to the online ad, receive targeted invites to follow-up surveys, giving full flexibility for all types of online surveys, such as brand recognition and awareness, ad testing, and willingness to buy, amongst others. In addition, clients can take advantage of the profiled socio-demographic information that Research Now provides from its panellists. They can also compare the results among panellists who were exposed to the ad along with panellists who were not exposed.

Commenting on the announcement, Phil Rance, Managing Director, Europe:

"Online Ad Tracking is an important addition to Research Now's online research tools. It offers our clients the ability to develop richer insights into their online audiences, by linking our highly profiled panels to advertising campaign exposure. This enhances the ability to evaluate campaigns and measure ROI."

The Online Ad Tracking solution has been implemented in core markets with plans for further roll-out depending on local demand, and subject to regulatory environments.

About Research Now

Research Now, based in London, UK, is the leading global online sampling and online data collection company, recognised for delivering high-quality panelists, high response rates, and industry-leading panel retention rates. With its December 2009 merger with e-Rewards, Inc., the company expanded its global presence. The company now operates panels with more than 6 million panelists in 37 countries around the globe. Offering a full suite of data collection services including online sample, survey programming and hosting, and survey translations, the company serves over 2,000 clients with a multilingual staff located in 20 offices around the globe. Visit www.researchnow.co.uk to learn more.

Press Contact:
Konstanze Just
Vice President, Global Marketing
Research Now
+44 (0) 20 7921 2400
KJust@researchnow.co.uk

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