

# VIZU<sup>®</sup> Ad Catalyst

Advertise with Confidence<sup>™</sup>

Vizu Ad Catalyst is the leading online brand measurement system. With Ad Catalyst, you get a pervasive measurement system that tracks the effectiveness of online brand advertising in real-time.

Ad Catalyst uses brand lift as the relevant metric rather than click-through rates which are inappropriate for brand building campaigns. As a result, marketers can measure return-on-investment for online brand advertising campaigns for the first time.

Ad Catalyst is offered in two versions, depending on the type and needs of our clients:

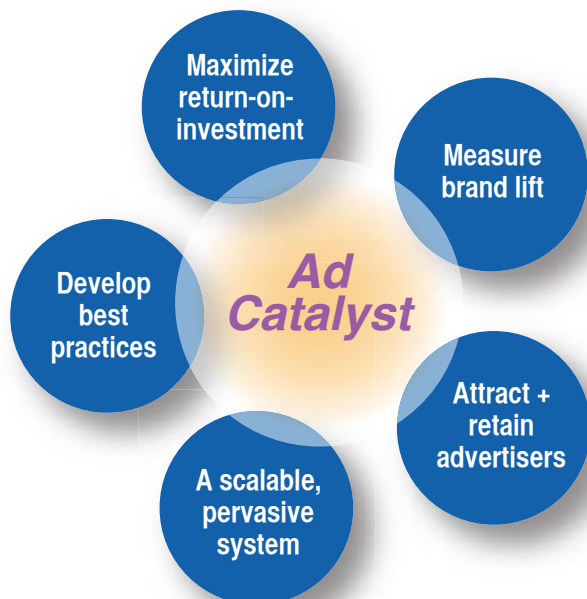
## Ad Catalyst for Publishers (ACP) Ad Catalyst for Agencies (ACA)

Both versions offer the same scalable, pervasive system accessible every day through an online dashboard. Each version is tailored for the specific requirements and expectations of the constituencies they serve – publishers, brands and agencies.

The Ad Catalyst is sold on a per campaign or subscription basis.

Ad catalyst also enables a set of best practices when used regularly. This wealth of normative data, accessed through our online dashboard, will inform overall ad campaign decisions regarding creative executions, site selection and frequency caps.

Maximize the impact of the your online brand ad campaigns with Ad Catalyst today!



## Customers

- > Major online publishers and networks typically use Ad Catalyst to drive sales by attracting and retaining brand advertisers
- > Agencies use Ad Catalyst to make their media buying as efficient and effective as possible for their clients and to provide an advertising ROI



Ad Catalyst gives brand marketers the confidence to advertise online

CALL A VIZU REPRESENTATIVE NOW!

415 362 8498 x3