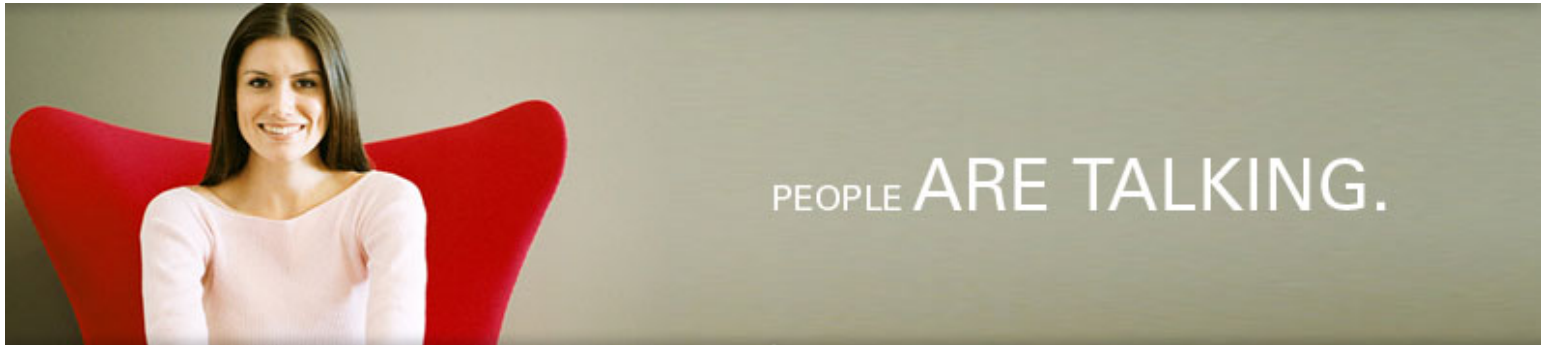



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[CORPORATE INFO](#)
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[EXECUTIVE TEAM](#)
[PRESS ROOM](#)
[CAREERS](#)


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[<< Back to Press Room](#)

### VENDARE MEDIA INTRODUCES INFOCUS - INDUSTRY'S FIRST INTEGRATED TARGETING SOLUTION

*Maximizing Advertiser Performance by Integrating Local, Demographic, Contextual and Behavioral Targeting With No Additional Cost*

NEW YORK (Nov. 7, 2005) – Vendare Media – a leader in online performance marketing – today rolled out InFocus™, the industry's first integrated targeting solution that delivers enhanced performance and maximum value – at no additional cost. The company made the announcement at AD:TECH 05, here through Nov. 9.

The InFocus solution set is comprised of InZone™ (local targeting), InReach™ (demographic targeting), InContext™ (contextual targeting) and InProfile™ (behavioral targeting). Powering the integrated suite of services is the Internet's third-largest ad network, reaching more than half of U. S. internet users and offering access to thousands of high-quality sites through the use of all types of display ads.

Identifying online audiences using local, demographic, contextual and behavioral targeting, the InFocus suite of solutions is designed to give brand and direct marketers the most powerful toolset yet to pinpoint a range of consumer audiences precisely. Each product is designed to meet the standards of the industry's most progressive offerings while combining the strengths inherent in all four types of targeting solutions for maximum impact.

The introduction of the InFocus targeting suite complements Vendare's proprietary optimization engine that has historically enabled buyers and planners to maximize and measure the effectiveness of their online marketing campaign while accessing up to 85 million unique users a month.

"We've created an industry-leading resource that will empower online marketers like never before," said Keith Cohn, President and CEO, Vendare Media. "We took a look at where the market was headed in terms of targeting and invested our resources to build out our own solutions that would adhere to the market demand while circumventing pricing premiums usually passed on for such formidable tools. Simply put, we are here to deliver performance for our advertisers. We feel an obligation to our customers to deliver upon that anyway we can."

InFocus provides marketers with one large-scale partner who can now offer all of the industry's most popular forms of targeting. While noting that targeting works differently for every advertiser and resulting in varying impact for certain categories, Vendare Media recommends letting the suite work in a synergistic fashion, to ensure that campaigns deliver effective results and are appropriately scaled. Beyond being able to test and implement some of online marketing's most innovative tactics, marketers can expect increased ROI, timely acquisitions and leads, enhanced branding value, and efficient segmentation for retention efforts.

With InFocus, Vendare Media equips online marketers with such unique capabilities as real-time geo-targeting, which references a combination of IP intelligence and registration data to deliver relevant messaging in precise locations. The InContext solution presents a wealth of content categories that are complemented with a dynamic web-crawler which provides expanded reach and more relevant page-level content matching. The InProfile toolset enables advertisers to target users by behavior displayed at their own sites or audience segments across the network.

#### Focusing on Relevance

The InFocus suite consists of the following complementary solutions:

- *InZone* : A local targeting solution that relies on national, state, city or DMA data, InZone gives clients access to Vendare Media's network extensive reach while zoning in on specific regions. Locally customized ads, like those featured on InZone, have been shown to deliver double the response rates and drive 30 to 40 percent higher conversion rates. This focused reach offers another means for advertisers to eliminate waste by confining their messages to their local market and even allows for a localized approach to national campaigns.
- *InReach* : Vendare Media's "Top Three" ad network, comprised of thousands of highly-trafficked pre-screened sites, is synced up against the industry's leading market research tools to intelligently group publishers into demographic segments. With access to more than 50 percent of the Internet, InReach delivers a low-cost means to reach any demographic target on a massive scale. Through the utilization of a proprietary optimization technology, these segments are also used as a performance indicator for mass reach campaigns that look to cast a wide net across broader demographics.
- *InContext*: A powerful, channelized option, InContext leverages the content assets of Vendare Media's extended network of 2,000 publishers. Each site is reviewed and mapped by editorial staffers so that sites with varying content, including large portals and news sites, are segmented into appropriate channels. InContext also takes advantage of dynamic contextual targeting technology, which maps ads to relevant pages across the network. The result is ads matched to billions of page views each month across 17 channels, including such hot topics as Sports, Travel, Automotive and Shopping, and over 100 sub-categories within.
- *InProfile*: This solution monitors behavioral patterns exhibited on an advertiser's site while supporting granular profile-based targeting strategies. Varying usage patterns, such as home page visits, abandoned shoppers or direct purchasers can provide advertisers with multi-tiered profiling strategies and can deliver precise messaging with appropriate creative. Audience profiles to target users according to behavior displayed on publisher sites across the Vendare network are also offered.

## About Vendare Media

Vendare Media is a leading online media and marketing company providing solutions for brand marketers, direct marketers and web publishers. Reaching more than 120 million consumers worldwide every month through its proprietary and extended media networks, Vendare Media provides advertisers and publishers with a suite of online solutions including display advertising, co-registration marketing, email marketing, search marketing, promotions and advergaming. The company, founded in 1999, is majority-owned by Idealab, a leading creator and operator of technology businesses.

Vendare Media, which employs some 200 people, is headquartered at 2101 Rosecrans Ave., El Segundo, Calif., 90245, with additional offices in Chicago, San Francisco and New York City. The company can be reached at 310-647-6000, or on the Web at [www.vendaremedia.com](http://www.vendaremedia.com)

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