



news release

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FOR IMMEDIATE RELEASE

BPA adds ObservePoint technology to its interactive audit services

Shelton, CT April 13, 2010 – BPA Worldwide has added technology from ObservePoint, a provider of web site tag auditing solutions, to further enhance BPA's interactive audit services.

Unlike web analytics tools, part of the BPA Interactive audit process involves verifying the integrity of tag placement. Using ObservePoint's server-side SiteAudit process will systematically analyze every page of a web site to ensure java script tags are placed on each page properly, verify only one tag per analytics tool appears per page and detect those pages that are not tagged at all.

"The relationship with ObservePoint gives us the ability to improve the efficiency of the BPA Interactive audit," explained Peter Black, BPA's Senior Vice President, Business Development. "As our audit process involves periodic testing of tag placement, ObservePoint's SiteAudit increases our capacity to test and gives us greater flexibility with the timing of those tests. With nearly 600 sites in our Interactive Audit program, ObservePoint gives us another service enhancement to meet the growing demands of our members."

Robert Seolas, ObservePoint Co-Founder, added, "We are pleased to be working with BPA as they capitalize on our expertise with tag technology. Our SiteAudit will contribute to the continued accuracy and efficiency of BPA Interactive audit process."

According to Black, the ObservePoint technology will add another level of verification to the audit process. "In listening to the needs of the market, our interactive audit enforces standardization of tagging, metrics and verification process. As a result, all BPA Interactive audited sites compete on a level playing field."

Recognizing the ObservePoint technology can provide quality control benefits beyond the audit, BPA will make the service available to members at a preferred rate to be announced shortly.

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA audits 2,700+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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