



## news release

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FOR IMMEDIATE RELEASE

### **BPA Worldwide launches tool for audited site traffic**

**Shelton, CT January 11, 2012** – Global media auditor BPA Worldwide today announced the launch of its new online tool for audited site traffic. The free-access tool, available on the BPA website, includes six industry-standard metrics by month, including: page impressions, unique browsers, user sessions, unique browser frequency, user session duration and page duration.

[Click here](#) to access BPA's online web traffic tool.

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According to Peter Black, BPA's Senior Vice President, Business Development, the tool allows media buyers, advertisers, agencies and publishers to analyze BPA-audited traffic data in multiple ways. "Search criteria can be set up by name of site, keyword or market category," Black explained. "In addition, all queries can be easily converted and opened or downloaded into an Excel format for a more user-friendly interface. This will be the industry's one stop for audited traffic data."

Market categories are broken out by b-to-b (21 categories); consumer (nine categories); newspaper; and events. Black noted that users of the tool can also examine data from individual sites to analyze month-by-month traffic statistics for trending purposes.

The traffic tool requires a BPA username and password for access. Those who already access BPA's circulation Reports Library can use the same log-in information. For those using the tool for the first time, a short registration is required once prior to access.

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**About BPA Worldwide** A not-for-profit organization since 1931 and headquartered in Shelton, CT, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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