

"We're approached by dozens of sites every week, looking to present their advertising opportunities. Audited sites are more likely to get a meeting."

JOHN KECK, DIRECTOR OF DIRECTMEDIA, DONER

# INTERACTIVE

**A growing number of brand-name Web sites using BPA audits to boost their advertising.**

**Here's why:**

- ✓ **A BPA Web site audit demonstrates CPM value in hard, credible terms.** Media buyers are more focused than ever on metrics and ROI. Web sites that step up to the plate with in-depth data independently verified according to BPA's highly respected standards can leverage this for significant competitive edge.
- ✓ **BPA is the auditor known and trusted by advertisers and media buyers throughout the world.** BPA's unsurpassed stringency, industry-leading commitment to full reporting disclosure, and integrity have stood the test for more than 70 years. In an environment of increased media scrutiny, this record means more than ever to savvy media buyers and advertisers. That's why media buyers in more than 25 countries count on BPA media audits for trusted, third-party verification that they're getting what they're paying for. No other audit bureau can make this statement.
- ✓ **BPA gets audited data out into the marketplace faster.** Today, advertisers and media buyers don't want to wait many months for audited data. They want traffic claims to be verified in a timely fashion, to make decisions about new campaigns and monitor their previous investments. BPA delivers. Traffic data is available in nearly real time to provide the most current reports.
- ✓ **BPA is efficient and economical.** BPA leverages technology and organizational structure to make the reporting/auditing processes as seamless, time-economical and low-cost as possible for media owners. Our electronic auditing specialists and member relations managers guide you through the process and are on call for ongoing assistance.
- ✓ **Your data is available 24/7 on [bpaww.com](http://bpaww.com).** In addition to being able to display the BPA logo on your masthead and promotional materials, your latest and previous BPA reports, your corporate logo and your company profile are posted in BPA's online reports library. Library access is free and open to all, including media buyers, advertisers, press and media owners. You can track who is accessing your data (great for lead generation). You can easily email your reports, and establish hotlinks from your Web site to BPA's Web site.

## FREQUENTLY ASKED QUESTIONS

### How are BPA audits conducted?

Web sites contract with BPA for the traffic auditing service and have up to 12 months to begin the process. To start, BPA supplies page tagging software which a site applies following a simple set of instructions. Once tagged, pages will immediately generate traffic data which flows to a collector monitored by BPA. With the onset of data, BPA auditors test for proper tagging placement and application of filters to exclude spider/robot and internal traffic. Following the testing, data is made publicly available through online reports which are nearly real time. Data is produced continually so report users can select specific time periods to review.

### What is reported?

- ✓ Executive Summary
- ✓ Page Impressions
- ✓ Unique Browsers
- ✓ User Sessions
- ✓ Unique Browser Frequency
- ✓ User Session Duration
- ✓ Page Duration

### What is audited?

- ✓ Tag Placement
- ✓ Robot/Spider filters
- ✓ Internal traffic filters

BPA also offers customized reports/audits that provide deeper insights about your audience. These include the Integrated Media Report, which shows the full reach of all of a company's audited media, including print vehicles, events and electronic publications.

**CONTACT** Visit our Web Site at [bpaww.com](http://bpaww.com) for regional sales contacts and more information on BPA media audits.