



DON'T GAMBLE WITH YOUR ONLINE AD BUDGET.

Ask the website owner if their traffic is audited.

If they rely on one of the well-known analytics services where traffic data can be massaged and manipulated by the site owner, don't buy.

Those analytics services are not audits. For a truly independent third party web traffic audit look to the BPA Interactive Audit powered by Nielsen.

To learn more about the risks of spending your money on any advertising source that is not audited, visit www.SaferWithBPA.com

Download the whitepaper: "Analytics are not an Audit".



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