



## news release

contact: Glenn Schutz  
BPA Worldwide  
203-447-2873  
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

### **Graven, Austin, & Drake (GAD) Becomes First Organization to Achieve BPA Certified Partner Program Certification**

**Shelton, CT December 7, 2022** – [Graven, Austin, & Drake \(GAD\)](#), a leading telemarketing services provider, has become the first organization to achieve certification to the BPA Certified Partner Program.

As part of the certification process, BPA reviewed the GAD policies, processes, technologies, and controls for conformance to the BPA Worldwide standards for audience qualification. The examination included reviews of Data Acquisition, Data Maintenance, Record Access, Data Retrieval, Data Archiving, Data Removal, Internal and External Reporting, Quality Control and Administrative functions. All were found to be within the established standards for certification.



“GAD is excited to be a BPA Certified Partner,” noted Jason Graven, Vice President of Sales and Marketing at GAD. “It demonstrates our commitment to our clients, to BPA’s standards, and to the quality of work we continually strive to provide. Our certification is going to streamline the audit process for everyone involved.”

“We congratulate Graven, Austin, & Drake on achieving certification to BPA’s Certified Partner Program,” said BPA President and CEO Richard Murphy. “As a result of completing the program, GAD customers will experience a streamlined BPA audit process, which will save them time, effort and resources. We applaud Graven, Austin & Drake for taking a leadership position on this important initiative.”

The BPA Certified Partner Program was introduced to industry partners with the goal of improving and enhancing the audit process. Organizations serving the media industry, including subscription management services, data management companies, email management companies, teleservice companies, and others can apply to the BPA Certified Partner Program. Once a partner has successfully completed the BPA review and obtained the BPA Certified Seal, BPA will accept audited data directly from these partners to make the audit process more efficient for media owners.

To learn more about the BPA Certified Partner Program and to apply, contact Richard Murphy at [rmurphy@bpaww.com](mailto:rmurphy@bpaww.com) or +1-203-447-2804.

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**About BPA Worldwide.** [BPA Worldwide](#) is in the business of providing assurance. For 90+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. BPA's services have expanded with the launch of BPA iCompli to assist in the creation and assurance of external standards. BPA iCompli now includes: [Technology Assurance](#), [Sustainability](#), [Privacy and Data Protection](#), and the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.

**About Graven, Austin, & Drake (GAD).** Graven, Austin & Drake (GAD) was founded in 1991 and provides business outsourcing services. The Company offers inbound, outbound, email, and chat support. GAD began as an outbound call center supporting publishers and remains active in the publishing sector. With over 1 million completed trade publication requests in 2022, GAD has become a leader in the industry for controlled publication telemarketing. Publishing clients rely on GAD to provide quality publication requests. GAD offers both Domestic and Nearshore options for publishers; generating strength through redundancy. Nearshore operations are based in Kingston, Jamaica while their Domestic centers operate in three separate time zones providing ample coverage when calling nationwide.