



## news release

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FOR IMMEDIATE RELEASE

### **Blue Valley Marketing is Latest Organization to Achieve BPA Certified Partner Status**

**Shelton, CT February 22, 2023** – [Blue Valley Marketing](#), a leading telemarketing services provider, is the most recent organization to earn certification to the BPA [Certified Partner Program](#).

As part of the certification process, BPA reviewed Blue Valley’s 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.



“Investing in the BPA Certified Partner Program will enable us to demonstrate our continued commitment to excellence,” said Ronen Ben-Dror, Director, Client Relationship Development at Blue Valley Marketing. “Blue Valley Marketing has been servicing the publishing industry faithfully and exceptionally since 1991. Moving forward, our clients can expect to reduce the time, effort and resources needed to conduct their BPA audits. Moreover, publishers working with Blue Valley can demonstrate commitment to exceptional quality data to their advertisers and clients.”

BPA President and CEO Richard Murphy added, “We applaud Blue Valley on achieving certification to BPA’s Certified Partner Program. By completing the program, Blue Valley customers will now enjoy a streamlined BPA audit process, which will save time, effort and resources. Thanks to Blue Valley for continuing to serve as a leader in the marketplace and taking this important step in establishing increased trust and efficiency to the industry.”

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, email, and 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 Blue Valley Marketing.** [Blue Valley Marketing](#) has been a leader in the telemarketing industry since 1991. We support our clients on BPA/AAM/VAC re-qualification, new subscriber acquisition telemarketing audit campaign, USPS 50%+1 qualification (for periodical rate), e-mail marketing, lead generation, and content syndication campaigns, as well as New Name list acquisition, database verification and enhancement and telephone/e-mail append services.