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comScore Expands Mobile Ad Measurement Footprint with Addition of Twitter Audiences in validated Campaign Essentials™ (vCE®)

Collaboration Signals Another Step Forward in Driving Trust and Transparency in Cross-Platform Advertising

RESTON, Va., April 10, 2017 /PRNewswire/ -- comScore today announced that key campaign delivery metrics for Twitter ads - including demographics, reach, frequency and GRPs - will be available in validated Campaign Essentials™ (vCE®), its flagship campaign measurement offering.



Reporting for US campaigns will soon include measurement of Twitter ads that run on mobile devices. Reporting will also be available for Spain, Canada and UK later this year. The addition of Twitter campaign delivery metrics to vCE further underscores comScore's commitment to driving trust and transparency in cross-platform advertising.

"With 70 percent of social media consumption now occurring on mobile apps, we're pleased to add key campaign delivery metrics for Twitter mobile ads into vCE," said Gabe Goldstein, senior director of product management at comScore. "This enhancement brings greater transparency to advertisers and agencies regarding their cross-platform campaigns, filling key gaps in the measurement of walled gardens."

"We're constantly looking for ways to enhance transparency in reporting," said Jeffery Graham, vice president of market insight & analytics at Twitter. "We're pleased to be working with an independent measurement provider like comScore to provide our advertisers and their agencies with greater visibility into the performance of their campaigns."

In addition to the inclusion of Twitter campaign data in vCE, comScore has made several other [significant advances in its vCE offering in the past year](#). These advancements include enhancing sophisticated ad fraud prevention, expanding reporting capabilities, and earning third-party accreditations, all with the goal of providing greater transparency in the digital advertising ecosystem.

To learn more about vCE, please visit <http://www.comscore.com/Products/Advertising-Analytics/validated-Campaign-Essentials-2>.

About comScore

comScore, Inc. (OTC: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

Cautionary Statement

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, comScore's expectations as to the financial and operational effects of validated Campaign Essentials™ (vCE®) and its entire suite of advertising products. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's ability to project the financial impact of the partnership or comScore's ability to achieve its expected financial results.

For a detailed discussion of these and other risk factors, please refer to comScore's Annual Report on Form 10-K for the period ended December 31, 2014 and from time to time other filings with the Securities and Exchange Commission (the

"SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

You are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/comscore-expands-mobile-ad-measurement-footprint-with-addition-of-twitter-audiences-in-validated-campaign-essentials-vce-300437155.html>

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