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comScore Expands Relationship with Facebook to Increase Trust and Transparency in Digital Advertising

Demographic, Reach, Frequency and GRP Metrics for Facebook and Instagram Ads to Be Reported in comScore validated Campaign Essentials™ (vCE®)

RESTON, Va., April 18, 2017 /PRNewswire/ -- comScore today announced the introduction of Facebook demographic metrics to the validated Campaign Essentials™ (vCE®) campaign measurement suite. Beginning next month, vCE will include measurement of both display and video ads that run on desktop and mobile platforms on Facebook, Instagram and the Facebook Audience Network.



The availability of these new metrics -- including demographics, reach, frequency and GRPs -- comes in addition to viewability reporting for Facebook campaigns, which comScore [introduced in vCE last year](#).

"The addition of demographic reporting for Facebook ads in vCE marks another step forward in providing advertisers and agencies with transparent, uniform measurement across all platforms and devices," said Gabe Goldstein, senior director of product management at comScore. "We're also pleased to offer both demographic and viewability metrics for Facebook and Instagram campaigns - a testament to our goal of easing the complexity of campaign measurement for our clients."

In addition to the inclusion of Facebook demographic and viewability data, 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>.

Note that Facebook-related metrics in vCE are not accredited by the Media Rating Council (MRC).

About comScore

comScore is a leading cross-platform measurement company that 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 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. Shares of comScore stock are currently traded on the OTC Market (OTC:SCOR). For more information on comScore, please visit comscore.com.

Cautionary Note Regarding Forward-Looking Statements

This 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 changes in its vCE offering or comScore's ability to achieve its expected financial and operational results. For additional discussion of risk factors, please refer to comScore's respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and other filings comScore makes from time to time with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's website (www.sec.gov).

Investors are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not intend or 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-relationship-with-facebook-to-increase-trust-and-transparency-in-digital-advertising-300440495.html>

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