



Factor TG Launches BrandScore™ Automated Brand Reporting with Yahoo! Singapore

SAN FRANCISCO, California, April 16, 2009 – Factor TG has launched its new product BrandScore™ in partnership with longtime client Yahoo! Global. The first BrandScore™ study is being fielded in Singapore for a top international consumer packaged goods advertiser.

BrandScore™ is the first-ever scalable reporting technology that enables online publishers and advertising networks to offer brand advertisers measurement and optimization of online advertising campaigns against brand objectives. Factor TG developed BrandScore™ from a decade of experience conducting online and cross media advertising studies for advertisers and agencies in all industries.

Compared with traditional studies, BrandScore™ is:

- Priced more accessibly for use with more online display advertising campaigns.
- Focused more strategically on a brand's competitive position rather than non-actionable brand metrics.
- Delivers more timely results for campaign optimization.
- Light touch for a better user experience for online survey takers – and a higher, more representative response rate.
- Easier setup requiring less coordination on the client side.

Factor TG has worked with Yahoo! Global teams since 2005, providing online advertising effectiveness studies in Europe, Asia-Pacific and the Americas. The BrandScore™ launch in Singapore will be followed by BrandScore™ launches in several other international markets during 2009.

Factor Technology Group is a privately-held corporation headquartered in San Francisco, with sales offices in Chicago and New Jersey, and operations in Hong Kong and London. Factor TG's analytics platform measures and optimizes cross media effectiveness based on the response of actual consumers reached by the advertising campaigns. Factor TG is the only company that can tie the impact of advertising to brand and sales in near-time. This gives advertisers the answers they need to improve the return on their integrated advertising investment.

Press Contact:

Rachel McKinley
rachel.mckinley@factortg.com
415.352.3218