



## **Nissan North America Renews Factor TG Contract Through 2011**

SAN FRANCISCO, California, May 4, 2009 -- Nissan North America has renewed its multi-year relationship with Factor TG and extended the contract into 2011. Since 2006, Nissan has relied on Factor TG's advertising measurement platform to measure and optimize all of its advertising campaigns in TV, print and online media channels. Most recently, in the midst of an unprecedented auto industry downturn and reduced advertising spending environment, Nissan is using Factor TG's findings to become more efficient and effective in maintaining and gaining market share.

Over the last several years, Factor TG has helped Nissan to:

- Gain better visibility into its advertising performance.
- Increase Return-On-Marketing-Investment by analysis and optimization of individual media channel performance and overall media mix investment.
- Achieve better understanding of key drivers of its advertising performance.
- Improve the effectiveness of its new car model launch advertising campaigns.

Factor Technology Group is a privately-held corporation headquartered in San Francisco, with sales offices in Chicago and New Jersey. 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.

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