



Netpop Research Announces New Technology Platform for Tracking Ad Effectiveness Web-Wide

(SAN FRANCISCO) - November 1, 2010 – Netpop Research, LLC announced today a proprietary technology platform for measuring ad effectiveness and brand lift. With its innovative Quidget™ technology, Netpop offers advertisers an efficient yet powerful tool for measuring ROI and driving ad sales.

- “Go beyond the click” when evaluating the impact of online ad campaigns
- Measure gains in awareness, perceptions and purchase intent
- Test and control methodology
- Capture more immediate and authentic responses
- Compare results by ad format, creative execution
- Customized colors and images
- Option to offer more questions in a longer survey with incentive to participate
- Network friendly-IAB standard units and compliant with leading ad networks

“Quidgets allow us to intercept respondents in ways that enhance the accuracy and authenticity of responses,” says Josh Crandall, Co-Founder and CEO of Netpop Research. “The Web is social. It is a place for connection and conversation. Quidgets put advertisers and researchers in the middle of the dialogue, which is where they increasingly need to be.”

Quidgets complement Netpop’s core expertise in global research of the digital domain. For over a decade, Netpop has specialized in understanding the use and perceptions of web-based products and services, including eCommerce, social media, online video, mobile applications and B2B online advertising platforms. Netpop has conducted more than 400,000 interviews with the “NetPopulation,” in over 20 languages and 40 countries around the world.

“Our focus has always been the NetPopulation,” explains Cate Riegner, VP Research. “Quidgets are a way for us to connect with the NetPopulation more effectively, which enhances the quality and creativity of our offerings and increases the value of our clients’ investment.”

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