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Market IQ to launch online Advertising Value Equivalency

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Market IQ, a leading provider of market intelligence via the monitoring of online media and content sources, is launching its Advertising Value Equivalency (AVE) feature in September 2010

AVE is the value given to editorial as it appears in print and other media and is calculated against the actual cost of the advertising rates for that space should it have been paid for. It gives companies, PR agencies and professionals a measurement of the value delivered by their PR efforts.

While other media tracking services may also offer a similar service, Market IQ MD, Dan Farr believes the formula used by Market IQ is unique in the country and based on multiple factors which give a truer reflection of the value of the online content.

"Our online AVE value is calculated from the number of unique visitors to the site (as audited by the Online Publishers' Association - OPA, or estimated from other sources where required), the CPM (cost per thousand) banner rate for the site (as supplied by the sources themselves), the length of the story, and an editorial factor determined by the credibility of the site (e.g. national newspaper vs. blog)," said Farr.

"While local companies continue to want to assign a value against editorial mentions, there is a need to find a measurement tool that does this as accurately and fairly as possible. With the increasing swing to online publishing, many of our customers are demanding this value."

In the past PR practitioners were unhappy with using the online banner advertising rates alone as it was almost impossible to calculate the exact space of an online article, and it didn't take into account the value of the readership, frequency and strategic nature of the publication.

"We have been developing this feature for our software for the past 12 months," says Farr. "It involved working with all of the hundreds of online publishers whose sites and newsletters we track every day. It's not been easy, but we listened to our customers and are happy to have fulfilled their needs," he concludes.

Market IQ will not charge extra for this AVE service and will make it available to customers who request it. The AVE will be indicated against each article on the personalized daily newsletters that customers receive each morning, as well as included in their online portals.

Other services from Market IQ include competitor tracking, industry news, archiving for 12 months of each customer's news items, and personalized portals.

For more information, please contact the Market IQ office on 011 884 7847 or visit their website at www.marketiq.co.za



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