



CPX Interactive Launches Cookie-Free Targeting Product

Digital Advertising Company Adds Non-Cookie Based Targeting to Its Distribution Arsenal

New York, NY, January 24, 2012 --(PR.com)-- Digital advertising company CPX Interactive today announced the first in a series of new product launches set for early 2012, CPX IP (Cookie-Free) Targeting. CPX will leverage its unparalleled online reach and a previously announced partnership with predictive data solutions company Semcasting to create a powerful new offering that plugs seamlessly into its own proprietary global distribution engine, enabling IP audience targeting that is more accurate and scalable than cookie-based targeting.

IP-based targeting has significant advantages over the more traditional targeting models. The process segments US residents into approximately 5.2 million IP zones and then scores these zones based on 120 demographic variables culled from every manor of public record. It also provides more than three times the potential reach of cookie-based platforms and is 77 times more accurate than traditional zip code geo-targeting. With its vast reach and ability to target online audiences down to a granular level, CPX can match offline public record information with the online IP address zones tied to the specific buildings associated with the data and can then target these IP zones with specific advertiser creatives.

“Utilizing our online reach of more than two billion daily ad impressions and our ability to target IP addresses directly, CPX is in a unique position to expand the scope and granularity of audience targeting,” said Jonathan Slavin, Chief Revenue Officer of CPX Interactive. “By integrating Semcasting’s data, we can now offer our agency and advertiser partners the ability to link detailed user demographics to precise locations and create next-level audience modeling and look-alike targeting, all at better than an 80 percent match rate against not only our own direct traffic, but also against RTB and exchange traffic.”

“Semcasting’s ability to connect our industry-leading public data to more than 1.4 million home IP zones and 3.8 million business IP zones in the US means advertisers and their agencies now have a way to leverage their existing investments in customer and marketing intelligence to plan their online campaigns. Semcasting’s data and analytics capabilities combined with CPX’s ability to deliver messaging directly to these IP zones at massive scale makes this a synergistic partnership. CPX is an ideal distribution partner for us,” said Ray Kingman, CEO of Semcasting.

About CPX Interactive

CPX Interactive is a digital advertising company consistently serving more than two billion daily ad impressions. Its global distribution engine includes both a private marketplace of more than 4,000 quality publisher sites and an on-demand network with access to virtually every major aggregator of digital media. CPX campaigns are churned through a continuous cycle of planning, execution, optimization, reporting and analysis - each leveraging the company’s unparalleled scalability. CPX has proven success with more than 300 major brands worldwide. For more information, visit <http://www.cpxinteractive.com>.

About Semcasting

Semcasting is a supplier of predictive data solutions that help marketers, agencies and ad networks target



online and offline customers. IP Audience Zones was built with the same predictive modeling technology used in the development of Semcasting's premium data. It contains detailed, publicly available and modeled information on more than 227 million individuals-mapped as demographic zone clusters to IP Addresses. Semcasting data is licensed to data compilers and ad networks and is used by hundreds of public and private companies each month for targeting T&E, finance, retail telecommunications, and political campaigns.

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