

Effective Measure awarded online audience measurement tender

Following a tender procedure, the Interactive Advertising Bureau (IAB) of South Africa (formerly known as the DMMA), has selected Effective Measure (EM) as the country's online audience measurement supplier.

Under the four-year contract, the company will supply the IAB South Africa with a web and mobile tag-based audience measurement service and media planning tool, covering the key metrics of unique visitors, page impressions, visits and visit duration. The solution includes an online survey mechanism, across web and mobile, for collecting and building demographic and other relevant data.

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