# Eye-tracking firm Realeyes helps publishers extract more value from their media assets

**FOR IMMEDIATE RELEASE**

**NEW YORK - Thursday, 4th November 2010** - Realeyes is launching the second generation of its Adgagement eye-tracking service at ad:tech in New York.

The launch follows extensive trials in collaboration with leading publishers in the US and the UK. One of the forward thinking companies to take advantage of the latest in eye-tracking solutions has been Incisive Media. Matt McGowan, Managing Director of North America, explains:

“The new eye-tracking metrics delivered by Realeyes were invaluable in helping us understand how to monetize our media assets in the most efficient way. The concise reporting uncovered key insights about user engagement with various ad display formats – information which is central to building more profitable advertising relations.”

Realeyes was commissioned to measure progress with page-layout updates across the Incisive Media portfolio. For example, the new ClickZ page redesign was able to more than double advertising engagement with both the MPU and the Leaderboard ad formats. Remarkably, this was achieved despite the fact that the old ClickZ site was already performing well. The new placements are now clocking in at 174% of industry average\* - a highly compelling argument for prospective advertisers.

Sample screenshots how Realeyes solution allows publishers to benchmark advertising performance across media sites available on the following link: <http://docs.realeyesit.com/samples/adgagement/>

“With the publicity surrounding our latest Adgagement service, we’re also seeing a dramatic spike in interest from the leading FMCG brands.” says Mihkel Jäätma, Founding Partner at Realeyes. “Brand managers recognize that 2/3 of all advertising is brand-focused, yet over 90% of online ad spend is still focused on direct response. This remarkable discrepancy is due to become more balanced over time.”

However, the current lack of accountability for online branding campaigns has been hindering an industry-wide move in that direction. Brands know that traditional click and mouse-based metrics are just not applicable to brand advertising.

That’s where Realeyes steps in. Leading brands look for high quality inventory and the best publishers are always searching for new ways to differentiate their offerings from the networks. Reliable eye-tracking data helps to bridge the divide – Firstly, by allowing successful online innovators to charge a premium for their ad space - Secondly, by aligning the interests of both the media owner and the media buyer through a common methodology to gauge ad effectiveness.”

Visit Realeyes at ad:tech stand #1858 for more information.

**NOTES FOR EDITORS:**

About Realeyes

Realeyes is a highly specialized eye-tracking research firm that delivers world-leading solutions in data collection and data analysis. The company’s goal is to help clients to get better results from their digital communication and to improve online user experience.

Realeyes collects eye movement data to uncover practical insights into the mind of the consumer. Reports are designed to be both accurate and actionable – Providing reliable engagement metrics that click-through data, mouse-tracking and online surveys often fail to capture.

Clients include leading publishers, advertising agencies, research firms and numerous Fortune 500 companies. Visit <http://realeyesit.com> to find out more.

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