

## New Ad Metrics Service Links Spend and Response

California-based TV ad technologist REVShare has announced the launch of CPA Metrics, a service promising to link ad spend with actual consumer responses like phone calls and site visits.

REVShare, whose business combines CPA (cost-per-action) and direct response (DRTV) models for television advertising, says the new service allows it to guarantee the cost per response for consumer direct campaigns airing across its network of over 1,200 participating television properties. The 1,200 include English and Spanish local market television stations, cable systems, syndicators and networks, reaching 110 million U.S. households representing 93% of the population.

CPA Metrics™ correlates impressions with responses like phone calls, web site visits and mobile text messaging to derive campaign-specific Consumer Response Ratios (CR Ratio™). The latter provide a new way of estimating audience viewership from difficult to quantify television mediums such as local cable.

CEO Joseph Gray says the response-based ad model mitigates the disruption caused by technologies like Digital Video Recording (DVR) and provides a more practical way for agencies to engage in new forms of television with the conversion to digital television in February 2009, the transition date set by Congress. 'Advertisers are demanding accountability and results from their ad campaigns, while at the same time networks and cable systems want to maintain neutrality and transparency in the buying and selling of ad time'.

Founded in 1989, privately-held REVShare is online at [www.revshare.com](http://www.revshare.com) .