

## i33 Launches AdMaximize(SM)



**i33 communications Launches AdMaximize(SM)  
Customizable Internet-Based Service Measures  
and Optimizes Banner Ad Performance Against  
Click-Throughs, Leads and Sales**

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i33 communications

Today, i33 communications ([www.i33.com](http://www.i33.com)) announced the release of its new AdMaximize(SM), an Internet-based service that instantly tracks banner ad performance, providing customized reports on click-throughs, lead generation, customer acquisition and sales.



AdMaximize(SM) -- short for "advertising maximization" -- reports the number of people who interact or "click" on a banner ad and can track online purchases, allowing advertisers to make adjustments to particular ad creative or ad placements to improve performance. If a banner ad is not meeting an advertiser's objectives -- click-through rates are low or cost-per-action rates are high -- it can be moved to a new location or replaced immediately to optimize the overall success of the campaign.

"Accountability is the unique advantage of online advertising, but not all interactive advertising is accounted for effectively -- if at all," said Drew Rayman, president of i33 communications. "So when we saw that an effective, customizable online banner ad measuring tool didn't exist, we created one."

Prior to launching AdMaximize(SM), i33 communications beta-tested the service with several major clients, such as CompuServe and Biztravel.com. CompuServe used AdMaximize(SM) during its C from CompuServe campaign, a five-week program that served more than 12.5 million banner impressions across more than 15 Web sites. Using AdMaximize(SM), CompuServe's banner ad click-through rates increased 25 percent. Biztravel.com uses AdMaximize(SM) for its ongoing marketing campaign, which has helped to measure traffic and ROI.

"With AdMaximize(SM), online advertising is no longer a guessing game," said Bonnie Schwartz, senior VP Marketing and Business Development of Biztravel.com. "The technology allows us to measure the return on our investment and optimize the placement of our ads so that we can maximize our objectives."

Accessed via an ID and password on the Internet, AdMaximize(SM) is an easy-to-use, fully customizable Internet solution that can accommodate all Web sites, including those using enhanced media, such as Java

and Shockwave banners and interstitials. In addition to banner ad campaigns, AdMaximize's(SM) simple, intuitive interface allows advertising managers to track the effectiveness of online promotions and contests.

"At i33 we believe in empowering people through easy-to-use, state-of-the-art technology," said Rayman. "The AdMaximize(SM) interface illustrates our commitment to creating non-technical Internet solutions that allow people to get the information they need, when they need it."

"We chose AdMaximize(SM) because it's a client-oriented technology solution," said Schwartz. "We didn't have to learn how AdMaximize(SM) works, rather AdMaximize(SM) adapted to the way we wanted it to work. That level of customizability is unequalled in any online advertising metric tool."

i33 communications offers AdMaximize(SM) at a discounted rate to its clients and through private-labeling agreements to major advertising agencies, several of which are currently evaluating the service. For agencies that sign a private-labeling agreement, all rates are agency commissionable. The i33 pricing model is based on guaranteed delivered impressions, meaning clients are charged only for those impressions that are actually delivered. Thus AdMaximize(SM) uses a more accurate and conservative pricing methodology than other ad serving companies, which charge for projected impressions in advance.

Founded in 1995, i33 communications is a leading, independent interactive agency specializing in strategy, design, technology and global solutions for Fortune 1000 companies. i33 provides a comprehensive set of services, including Web site design; marketing, media buying and planning; an advertising management solution offering ROI accountability through customization and real-time ad serving and tracking; easy-to-use, non-technical proprietary content publishing and project management tools; and hosting services. i33 clients include The Hertz Corp., Biztravel.com, Sony Electronics, Advertising Age and The American Heart Association.