



## MediaTrust Announces the Next Generation of its Advario Contextual Ad Targeting Platform

**SAN FRANCISCO** – April 24, 2007 – ad:tech 2007 – MediaTrust, Inc. today announced availability of the next generation of Advario, an online ad platform powered by a contextual matching engine, that serves display and In-Text advertising for CPL, CPC, CPA and CPM campaigns. Advario’s patent pending technology delivers the most relevant and intelligent ads to end users, ensuring that advertisers, agencies and publishers receive the highest performing results from their advertising dollars and publishing inventory.

“Since ad relevance drives ad performance, advertisers are looking for ways to reach online audiences in the most relevant way possible. Advario makes ads personal, so that they inform and help the user, rather than interrupt,” said MediaTrust Chief Technology Officer, Joseph Matheny. “By analyzing overall site context rather than just single keywords, Advario delivers timely and intelligent ads that are more relevant and interesting to end users - and more profitable for our advertisers and publishers.”

Advario’s technological advantage stems from two of its patents. First, Advario leverages a unique process that allows publishers to easily include or exclude indexed page segments with an unprecedented level of granularity. Second, Advario uses a cutting-edge keyword and key phrase density engine that delivers higher relevance for contextual targeting. In addition, rather than using single keywords to determine relevance, Advario leverages its proprietary targeting methodology to recognize bundles of keywords called AdTopics. AdTopics match a pre-selected bundle of keywords with related topics within site content ensuring that the right ads arrive on the most relevant pages, in real-time.

Advario provides advertisers, agencies and publishers with the unprecedented ability to generate new and higher revenue streams on any type of Web page including those with dynamic and often unpredictable content such as blogs, forums, and social networking sites. Advario’s display and In-Text ad formats can be used together or individually to best meet the specific needs of a campaign.

**Advario Display Ads:** Advario ads are keyed off AdTopics rather than single keywords. This makes Advario display ads more relevant to the end user so that they perform better for advertisers and publishers.

Advario In-Text Ads: Users can activate contextual In-Text ads by scrolling over underlined keywords that reveal an ad and give them the option to click on the ad to learn more. Advario's In-Text ads are user-initiated and therefore, do not interrupt the user during the online experience.

“With the continued adoption of Web 2.0 technologies and user-generated content, it has become more challenging for advertisers to deliver relevant ads to the right audience in the right environment,” said MediaTrust CEO, Peter Bordes. “Since online content is ever-changing, AdTopics’ “bundled” approach to contextual targeting will consistently outperform the single keyword targeting seen in most of today’s solutions.”

“As a beta customer, we are already seeing great results and are looking forward to an even higher dollar yield on our inventory in the near term. ROCKETinfo is excited to work with Advario to deliver only the most relevant, helpful and informative ads to our users,” said Phil Bode, CEO of ROCKETinfo. “We are pleased to offer our advertisers this new, high performing and customizable solution that increases the value of our online real estate.”

### **About MediaTrust**

MediaTrust ([www.mediatrust.com](http://www.mediatrust.com)) is an online marketing services company comprised of AdValiant, an affiliate performance network, and AdVario, a proprietary ad-serving technology. MediaTrust offers a ‘one-stop-shop’ for technology and services across all online marketing channels including: affiliate and search marketing, contextual and display advertising, lead generation, e-mail marketing, proprietary ad-serving technology, mobile marketing, data management, Web publishing, list management, and RSS marketing. MediaTrust’s experienced marketing services organization ensures that each media campaign is uniquely customized for each advertiser and publisher.

MediaTrust delivers real-time, relevant, and intelligent performance-based online marketing campaigns that create awareness, generate leads, drive sales, and retain customers.

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