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MEDIAPLEX LAUNCHES FREE TUTORIAL WEBINARS

Leading ad-serving management and tracking company, Mediaplex (part of ValueClick Europe) has begun a series of webinar training sessions for its clients.

Dubbed 'The Mediaplex Customer Education Series', it aims to educate and promote the best use of the company's ad-serving tools, to help customers reach their target audiences and drive higher conversion rates.

The sessions are hosted by Sanjay Vasdev, Senior Product Specialist, and the first session ran in November on advanced targeting options, including geo and time targeting as well as story-boarding. The second was held on 24 January to educate customers on the Performance Tracker and Parameter Management features within the ad-serving solution. This focused partly on how users may leverage the Performance Tracker tool to track and optimise paid search and domain performance on network media buys.

The initiative was communicated by an email CRM programme deployed by Mediaplex's MOJO Mail. The second invitation email achieved an open rate of 90%, and 26% of the clients invited then attended the session.

Mediaplex will run further webinars throughout this year on the following subjects: rich media; video advertising; eBusiness messaging*; optimizing campaigns and campaign management and reporting methods.

Alison Guise, UK Country Manager, Mediaplex and Commission Junction said “Ad-serving can be a complex and sometimes dry subject, and with these Webinars we’re bringing them to life, helping our clients to get to grips with issues in an even more straightforward way.”

Nick Kenn, Commercial and Campaign Manager at Betfair said “The webinars have been very useful for an event driven organisation such as Betfair. They have helped us to make better use of the Mediaplex product features covered in the first webinar, including geo and time targeting, which will enable us to develop more sophisticated campaigns for 2007.”

* eBusiness messaging allows the advertiser to update content in real-time, by creating a template with changeable text and images.

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About ValueClick:

ValueClick Inc. (Nasdaq: VCLK) is one of the world’s largest integrated online marketing companies. Through its individual brands, ValueClick offers comprehensive and scalable solutions that deliver cost-effective customer acquisition for advertisers and revenue for publishers. ValueClick provides advertisers and publishers with performance-based solutions through all online marketing channels. Brand offerings include:

- *vcmedia - online advertising network and ad sales for advertisers and publishers*
- *Commission Junction - affiliate marketing*
- *PriceRunner.co.uk – the UK’s most comprehensive and impartial price comparison website*

- Mediaplex - intelligent technology for digital marketing, including adserving, email marketing and paid search bid management.

For more information, please visit www.valueclick.co.uk.

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