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Tatto Media Third Largest Ad Network Worldwide According to comScore

BOSTON, MA, Jun 03 (MARKET WIRE) -- Tatto Media (www.tattomedia.com) has become the third largest ad network worldwide according to the March 2009 comScore (www.comscore.com) Worldwide Key Measures Media Metrix report. Tatto Media stands apart from other networks through its unique combination of next-generation targeting capabilities, a seamless self-serve platform, and responsive service from a knowledgeable support team.

Tatto Media is changing the game of ad networks with easy-to-use technology that brings behavioral advertising to a broader audience. As the first self-serve behavioral ad network with real-time creative optimization technology, Tatto Media offers immediate campaign initiation--within 24 hours of registration. Clients receive intelligent behavioral targeting, live analytics to better manage campaigns and Smart Banner Optimization(TM), which allows users to take a single ad and create multiple variations, delivering customized design and messaging to reach a varied audience.

"We are pleased that we continue to grow at the exciting pace we're experiencing and to receive the recognition from comScore as the third largest ad network worldwide," said Lin Miao, CEO of Tatto Media. "We will continue to develop technology that better serves our customers and believe we are well positioned to become the leading global ad network."

Through Tatto Media's proprietary advertiser and publisher solutions, the company offers the ability for advertisers and publishers to adapt their campaigns through real-time tracking and reporting to deliver high-impact results.

In the four years since their inception, Boston-based Tatto Media has been recognized as Babson Student Business of the Year Award (2008), one of BusinessWeek's Top 25 Entrepreneurial Businesses of 2007 and a Top Global 250 Company by AlwaysOn (2008). Most recently, Tatto Media was recognized as one of three top sponsors at ad:tech San Francisco, further declaring its leading presence in the industry.

About Tatto Media:

Tatto Media is the world's largest behavioral advertising network focused on utilizing technology to produce immediate results. Tatto Media enables advertisers to target their specific audience with exact accuracy, by partnering with thousands of premium publishers and analyzing billions of anonymous behavioral data points. With proven next-generation behavioral and creative optimization technologies, Tatto Media is fast becoming a technology staple in the online advertising industry. For more information, visit www.tattomedia.com.

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