



## news release

contact: Glenn Schutz  
BPA Worldwide  
203-447-2873  
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

### **BPA Worldwide names PulsePoint exclusive programmatic partner**

**Shelton, CT May 16, 2017** – [PulsePoint](#), a leading global programmatic advertising platform, today announced its exclusive partnership with [BPA Worldwide](#), a global not-for-profit provider of business media auditing services. The partnership creates private marketplaces for BPA’s programmatic advertising initiative for its members, B2B Media Exchange. PulsePoint’s buyers now have access to quality audited business-to-business audiences and an automated way to reach them.

This partnership addresses the growing gap between business-to-business demand and availability of media specializing in specific industry categories within the programmatic ecosystem. Individually, business-to-business publishers typically lack the scale necessary to qualify with technology partners. However, when put together, BPA’s membership has collective reach, which creates significant opportunity to engage highly targeted audiences. Utilizing PulsePoint’s programmatic technology and yield management expertise, BPA members can now efficiently maximize revenue while giving marketers the trust, transparency and accountability they require for their ad spend.

“We are excited to partner with PulsePoint to serve our membership with advertising automation solutions,” said BPA President and CEO Glenn Hansen. “After considerable research, we determined that PulsePoint’s technology and customer service infrastructure was the ideal platform for this initiative.”

PulsePoint continues to prioritize creating solutions for key marketplace challenges, focusing on quality, context and scale. PulsePoint’s real-time contextualization technology analyzes thousands of quality publishers at the page-level to ensure ads appear next to relevant and brand safe content. This is highly important to BPA’s audited business-to-business membership which includes healthcare, banking/financial, information technology & telecommunications, as well as 145 other vertical offerings, which will add unique supply to PulsePoint’s platform.

“Making ads matter is what moves our business forward,” said Sloan Gaon, CEO of PulsePoint. “In partnering with BPA Worldwide, PulsePoint is continuing to drive value for our partners by solving the larger advertising challenges in play. We are providing business-to-business publishers with the monetization and analytics tools they need to succeed in a complex, digital first publisher environment.”

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**About BPA Worldwide.** BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 annual audits of media channels in over 30 countries, BPA is a trusted resource for compliance and assurance services.

For more information on BPA and its services, please visit the [website](#).

#### **About PulsePoint**

PulsePoint, a global programmatic advertising platform, fuses the science of programmatic targeting, distribution and optimization with the art of brand engagement. The PulsePoint platform is powered by terabytes of impression-level data, allowing brands to efficiently engage the right audiences at scale while helping publishers increase yield through actionable insights. Investors in the company include Draper Fisher Jurvetson (DFJ), Gotham Ventures, New Atlantic Ventures (NAV), Investor Growth Capital, Udata Partners and VantagePoint Capital Partners.