



news release

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FOR IMMEDIATE RELEASE

Launch of B2B Media Exchange Assures Quality and Transparency for B2B Marketers

More than 100 B2B brands have joined and growing

Shelton, CT November 14, 2017 – [BPA Worldwide](#), the global not-for-profit provider of media auditing services, announced the launch of its [B2B Media Exchange](#), a programmatic marketplace connecting premium advertisers with brand-safe B2B media suppliers. The B2B Media Exchange, powered by PulsePoint, is a collective of qualified audience and audited business-to-business media. The platform's suite of tools simplify programmatic enablement for publishers that specialize in serving business audiences.

With more than 100 business media brands in its debut, the B2B Media Exchange has created a transparent, automated environment for publishers and advertisers to transact. The exchange has attracted both large group media companies and more niche publishers, including Grand View Media, PennWell and Wainer Finest Communication's *Whole Foods* magazine.

"Grand View Media is eager to partner with the exchange, as it offers the opportunity to sell and buy pre-audited valuable inventory that is relevant to the B2B marketplace and increase our scale on campaigns," said Michael Ring, Grand View Media's Digital Advertising Director. "Finding supplementary inventory can be a difficult task in this arena."

B2B marketers are increasingly directing ad spend toward programmatic solutions; however, the lack of industry media has made it difficult to combine relevant targeting, scale and operational efficiencies. At the same time, premium advertisers are migrating from open auction models to vetted programmatic marketplaces and automated direct guarantees. The B2B Media Exchange allows advertisers to activate within automated systems while maintaining media relationships.

Jason Abbate, Director of Interactions at B2B agency Stein IAS commented, "The ability to target B2B audiences within exclusively high-quality, business-focused inventory will take B2B programmatic to a new level. This an exciting initiative and it's quite reassuring to have it led by an organization like the BPA which has helped ensure accountability and transparency in the business-to-business advertising ecosystem for decades."

“Our corporate mission is providing marketers with assurance of quality for their media spend,” noted Scott Roulet, Vice President of the B2B Media Exchange. “The integrity of the programmatic ecosystem has been clouded by suppliers with compromised editorial standards and fraud. As demonstrated by the rapid adoption, our exchange is eliminating barriers for qualified specialty publishers to succeed in programmatic and that will provide marketers the value they expect.”

In addition to supporting publisher-direct advertising, the B2B Media Exchange provides publishers with access to demand from major trading desks, DSPs and brands via its private marketplace. See a full list of participating media brands [here](#).

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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. Performing nearly 2,600 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA’s services have expanded with the launch of the iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

[iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

The latest innovation to move the industry forward is the [B2B Media Exchange](#), an online private marketplace for automated sales of independently verified B2B media and related digital marketing products.