

Eindhoven, September 13, 2012

PRESS RELEASE

Greenhouse Group delivers solution to new Cookie Legislation

With the introduction of new privacy laws, the online marketing industry is losing the ability to accurately measure the effectiveness of online campaigns. In response, Greenhouse Group has developed a revolutionary tool, the Campaign Performance Analyzer, which allows advertisers to continue tracking campaign performance and optimize their media budgets. As the tool focuses on the campaign rather than the user, it continues to deliver the required insights while remaining within the limits of the new law.

Since June 5th 2012, the new Telecommunications Act has been enforced within The Netherlands. Unless prior consent is obtained, the use of cookies and other technologies, designed to track user behaviour and store data, are now prohibited by law. Without insights into the results of online campaigns, the performance of the advertiser will ultimately suffer and media budgets can't be allocated properly. This will increase the pressure on profitability and can, in turn, lead to higher prices on e-commerce sites.

Responding to the new laws, Greenhouse Group has developed a new web analytics platform, the Campaign Performance Analyzer. As data is not stored or used to identify a unique visitor, the Campaign Performance Analyzer allows advertisers to effectively monitor, measure and apply insights to online campaigns without using or storing data which identifies the user. Marijn Maas, Managing Partner / Founder of Greenhouse Group, says: "The Campaign Performance Analyzer shows how a potential problem can be converted into an opportunity. Despite the consequences of the new cookie legislation, we are still able to effectively measure online campaigns." While traditional web analytics tools are user-centric, with the Campaign Performance Analyzer the user does not exist. Instead, the campaign is the object of analysis. The tool has been reviewed by renowned legal companies in addition to being subjected to an auditing process by an approved independent accountancy firm.

The Campaign Performance Analyzer provides insights into the results (visits, page views, time on site, conversions) at a very detailed level. By monitoring the campaign, websites, keywords, and even individual preferences, users of the tool can analyse results and measure their campaign's performance. Using econometric models, accurate predictions can be made about the real campaign performance. These insights enable the advertiser to optimize media budgets and continue to optimize their campaigns. In all, the Campaign Performance Analyzer protects online marketing power by retaining accurate measurement.

At present, the tool is being thoroughly tested across a broad spectrum of websites. The tool is compatible with all mainstream browsers (including mobile) and its measurements correspond with the same level of accuracy as other tried and tested systems, such as web analytics and server logs.

As the Dutch digital industry has a large innovative capacity, the tool will soon be available on the market as open-source software. Marijn Maas adds: "With this next phase, we guarantee a complete and continuous development of the Campaign Performance Analyzer. The Dutch advertising industry can make an active contribution from which all parties will inevitably benefit." The Greenhouse Group hopes that this will mobilise the innovative players within the Dutch market to collectively turn the new cookie law from a threat into a positive opportunity.

About Greenhouse Group (<http://www.greenhousegroup.com>)



Greenhouse Group is the parent company of Blue Mango Interactive, Fresh Fruit Digital, Source Republic, We Are Blossom and FlxOne. The mission of Greenhouse Group is to grow online equity and, in turn, create online value. The five companies within the group each have their own areas of expertise spanning the fields of online marketing & sales, online advertising, social media and new-business concepts. Knowledge and skills are shared to achieve a maximum return on investment for customers - and for the group.

For further information, please contact:

Greenhouse Group BV,
Matthijs Keij & Kim van der Zande
Tel. +31 (0) 40 23 52 121
www.cookielessanalytics.nl