

Facilitate Digital Launches Vivid Rich Media Solution

Sydney, Australia (19th July, 2007): Facilitate Digital, a subsidiary of Facilitate Digital Holdings Limited, and leading provider of digital marketing services and solutions for agencies, publishers and advertisers, announces the release of their rich media campaign management solution *vivid rich media* (VRM).

Aside from providing the necessary functionality to implement all facets of rich media creative, VRM focuses on providing advertisers and their agencies an unprecedented depth of measurement and reporting specific to interaction, exposure and engagement metrics, accessible via the *iSee* reporting suite. VRM is specifically designed to identify trends in those performance metrics essential to optimising return on investment for rich media activity. VRM also empowers agencies and advertisers alike by removing many of the barriers to creativity inherent in rich media execution.

VRM is fully integrated with Facilitate Digital's adserving platform FFA (Facilitate for Agencies), ensuring the workflow automation and simplicity benefits offered in FFA are available within VRM.

"This is a case of the technology directly benefiting from an extended market collaboration encompassing media agencies, creative agencies and publishers" said Tom Peacock, Chief Product Officer for Facilitate Digital. "We had the luxury of working with clients to benchmark our own vision for rich media against the relative strengths and limitations of alternative toolsets. The design integrity of the finished product is a direct result of this collaboration".

Importantly, publishers also benefit from *vivid rich media* with more productive, streamlined and cost-effective administration and campaign management capabilities.

"Practical benefits such as this in combination with the advanced metrics required to truly optimise rich media performance gives advertisers and agencies alike the building blocks to improve ROI continuously. Given the investment premium often associated with rich media activity we see enhanced ROI tools as essential" added Peacock.

Already accepted by leading sites throughout the world *vivid rich media* formats are simple and easy to use.

About Facilitate Digital

Facilitate Digital creates digital advertising solutions that emphasize simplicity, integration and flexibility for agencies, web publishers and marketers worldwide. As the only global provider that offers a purpose built single platform solution across both marketing and business intelligence, we number several global agencies on our client list, including Universal McCann, Zenith Optimedia, Starcom, Carat, Mediaedge and OMD. Our proven products and expertise in display advertising, search marketing, site analytics, agency workflow and lead generation empower clients to produce measurable results that increase their return on investment. With offices in Australia, Asia and Europe, Facilitate Digital works across cultures as well as digital marketing channels.

For more information:

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