

## Emediate – A clear winner

Emediate came out as a clear winner in a recent survey made among the users of ad serving systems. The purpose of the survey was to test the user friendliness of various ad serving systems in relation to the most common ad management tasks. INMA, the Norwegian trade association for interactive media, is behind the survey. The survey results are displayed below.

	Open Adstream	Dart	Helios IQ	Emediate	Adform
Systemet er enkelt å forstå	3,4	4,2	4,0	5,6	4,8
Systemet er logisk oppbygd/ lett å navigere i	3,0	3,8	4,2	5,6	4,8
Systemets grensesnitt er oversiktlig	3,8	3,3	4,0	5,6	4,0
Systemet oppdaterer data fortløpende	3,4	3,1	4,9	5,2	4,8
Det er enkelt å legge opp en kampanje i systemet	2,2	3,8	4,7	6,0	4,8
Det er enkelt å endre i en eksisterende kampanje	3,4	3,6	4,4	6,0	6,0
Hvor fornøyd er du med support?	2,4	3,3	4,3	5,6	4,8
Hvor fornøyd er du med tilgjengelighet?	2,8	3,1	4,6	5,8	5,0
Hvor fornøyd er du med ventetid?	2,7	3,3	4,2	5,8	5,0
Hvor fornøyd er du med responstid?	3,0	3,1	3,8	5,2	4,4
Hvor fornøyd er du med teknisk kompetanse?	2,5	3,9	4,6	5,8	6,0
Hvor fornøyd er du med språkkunnskaper hos personale?	3,9	3,9	5,2	5,8	5,6
Helhetsinntrykk av systemet?	1,9	4,1	4,8	4,7	5,4

*"EmediateAd is user friendly, logically built up, flexible and efficient to work with",* Interactive coordinator and Researcher from Egmont, Elin Børter, points out.

The search function makes it easy to find campaigns and there are several useful reporting options. The campaign status overview gives an instant overview if the campaigns perform in relation to the set objectives. And the local support and counseling is fast and thorough.

Christoffer Feilberg, CEO of Emediate, expresses: *"Obviously, we are very happy about this – the most important thing is what our users think. We focus a lot on developing EmediateAd together with our clients and their needs. This collaboration has formed the basis for the system ever since we started the company back in 2001. We have just launched EmediateAd 3.8 that contains a number of usage improvements. For instance, we have optimized some functions which are very important in relation to improving the impact and revenue but which it has not previously been possible to optimize. The fact that the reward of our customers is so significant in this survey is something we can only be very satisfied with".*

See more on the survey results here:  
<http://inma.no/Default.aspx?pageId=575>

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**About Emediate**

Emediate is one of the Nordic countries largest suppliers of ad serving solutions. EmediateAd provides websites with a user friendly and flexible tool to handling online advertising and management – ensuring the optimal outcome of the advertising space. Emediate was founded in 2001 and has offices in Denmark and Sweden as well as resellers in Germany, England, Finland, Italy, Benelux and Norway. Emediate has just been announced as a Gazelle company for the third year in a row by the Danish business newspaper Børsen. An acknowledgement which is given to Denmark's fastest growing companies with a positive turnover that has been more than doubled through the past four years. Find out more at [www.emediate.biz](http://www.emediate.biz)

# Press Release