



## CentrPort Gains Accreditation for IAB Measurement Guidelines

CentrPort Inc., an outsourced e-business marketing provider, today became the first analytical CRM firm to adopt industry guidelines established by the IAB for measuring the effectiveness of online marketing programs. Verified by ImSERVICES Group, CentrPort's E-Business Marketing Platform adheres to the ad campaign measurement guidelines established by the IAB in January 2002. Created as a means of providing standard industry metrics that measure the accuracy and consistency of Internet media advertising, the guidelines eliminate many of the reporting and billing disputes that arise from more complex online marketing models such as cost per acquisition (CPA) advertising. With standardized calculations for metrics such as cost-per-acquisition and cost-per-click, today's leading online marketers can engage more broadly and more profitably in pricing models that enable them to pay for leads and sales, and not for impressions and screen space. As online marketers continue to gravitate towards more cost effective CPA marketing relationships, accurate measurement systems are critical. With CentrPort's accreditation, customers and partners can now engage in more cost effective and profitable CPA contracts by leveraging CentrPort as their trusted third-party measurement and optimization system.