

transcosmos Investment News Letter

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トランスコスモス株式会社

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Pheedo Announces the Launch of Distributed Media Analytics for Advertisers **- Advertisers Now Can Effectively Measure the Level of Engagement and the Overall Impact of their Content** **Campaigns in Social Networks, Websites and Blogs -**

On July 15, 2008, Pheedo, Inc (Headquarters: Oakland CA, CEO: Bill Flitter), the distributed media advertising pioneer, has announced that the company now measures user engagement with news feeds (RSS) for advertisers distributing content through social media environments including facebook and MySpace, start-pages, widgets, lifestreaming applications and leading blogs. Pheedo is financially backed by Transcosmos Investments & Business Developments, Inc (Head Office: Bellevue WA, President & CEO: Yasuki Matsumoto), a venture arm of transcosmos. Inc. (President & COO: Masataka Okuda; Headquarters: Tokyo;), which is a lead investor of Pheedo Inc. The FeedPowered Analytics Dashboard™ delivers comprehensive intelligence about where an advertiser's content is consumed, active user analysis including user engagement levels and pass-along rates. Pheedo's technology provides advertisers with a deep inside look at the behavior trends of active users consuming content beyond the website and ROI.

"RSS has already proven that it can exponentially change the way ad content is distributed and consumed." states Bill Flitter, CEO of Pheedo. "Marketers expect effective and efficient measures on their media campaigns and Pheedo's FeedPowered Analytics Dashboard is an important next step in the evolution of distributed media ROI analysis. Now ad content including videos, podcasts, press releases, whitepapers and the like can be tracked anywhere, at any time with distributed media analytics technology from Pheedo."

Advertisers can rely on Pheedo's advanced on-demand FeedPowered™ Analytics Dashboard to gain a deeper understanding of user behavior including post-campaign activity. Dashboard features include:

- **Active User Analysis** - Track the number of feed subscribers and feed subscription growth trends.
- **Content Engagement** - Track the number of views and clicks on editorial items. Determine which content is most popular with your readers. Track interaction rates to social media environments like Digg, Reddit and facebook.
- **Advertising Stats** - Monitor ad impressions, clicks and CTR on feed content ads.
- **Social Media Distribution** - Track the consumption points where subscribers are receiving and interacting with the content.
- **RSS Subscription Page Optimization** - Page dedicated and optimized to increase RSS subscribers.
- **Subscription Options** - Enable readers to subscribe to RSS feeds via email. RSS/Email subscribers and actions are tracked.
- **Feed Management API** - Create and update settings, and export data via an API.

"Pheedo allows us to provide our clients with a highly effective new marketing vehicle within the distributed media environment," said Howard J. Sewell, President of Connect Direct Inc. "The Pheedo platform provides a unique engagement map that enables our clients to interact with prospects, customers and partners in a more meaningful dialogue within a social media setting. We can track new subscriptions to our clients' feeds and follow the activity of those subscribers, gaining a clear measurement of the impact from our clients' advertising spend, an impact that will continue to resonate well beyond the initial response."

※For more information, please see

http://www.businesswire.com/portal/site/google/?ndmViewId=news_view&newsId=20080715005528&newsLang=en (Eng)

■ **Pheedo Inc.**

【Company】 Pheedo, Inc.
【Address】 469 Ninth St. Suite 210 Oakland, CA 94607
【Establishment】 2003
【Service】 RSS advertising provider and run RSS advertising network

Transcosmos Investments & Business Development, Inc., is a wholly owned subsidiary of transcosmos, Inc. It is a strategic corporate investor for Internet-based and latest technology companies with high-potential growth expanding into the Japanese and Asian marketplaces. It continues striving for strategic investment and business development through discovering companies creating a great business synergy with high-potential growth.

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