



the advertisers' voice...

PRESS RELEASE

Pakistan Advertisers Society endorses Effective Measure

Karachi, March 13, 2013 PAS is pleased to announce its endorsement to Effective Measure as the digital audience measurement company in Pakistan.

Realizing the need of advertisers with expanding budgets in the online space, it is critical to have third party independent tools for digital platforms that can establish trust and accuracy in numbers. After a thorough review by the Research Committee, PAS has endorsed Effective Measure for their depth in service, technological expertise, global footprint and their guiding principles that will allow them to provide reliable and credible data to the industry.

With an extensive product portfolio and local presence in the market, this collaboration will institute robust measurement system that will benefit both, the advertisers and the digital publishers.

With the commitment to serve the Pakistan advertising and marketing industry and address the emerging needs, this is yet another achievement of PAS in a constant effort to formulate partnership for mutual interests.

PAS encourages web publishers to partner with Effective Measure in establishing frontline measurement innovation, so there is better access to audience reach and demographic data, as the advertisers look to shift more budgets online.

If further details required please contact:

Tanvir Hussain

Tel: +92(21) 583 6072/3

Email: secretariat@pas.org.pk