

FOR IMMEDIATE RELEASE

**FORBES AND MARKETSHARE PARTNERS ANNOUNCE INNOVATIVE  
ACCOUNTABILITY OFFERING TO FORBES ADVERTISERS**

***Beyond Eyeballs and Clicks: Compass™ Tool Allows Advertisers to Better  
Evaluate Media Investments and Precise Impact on Revenue***

NEW YORK and LOS ANGELES -- July 30, 2009 – [Forbes Media](#) and [MarketShare Partners](#) (MSP), the industry-leading [marketing analytics firm](#), announced today that MSP's Compass™ product will now be available to select Forbes advertisers to help them better evaluate their total media investments. Forbes is the first major media company to take advantage of [Compass™](#) and provide their advertisers with an objective analysis to maximize the return of their marketing investment.

Working in conjunction with [Forbes' Brand Intelligence Group](#), Compass™ will advise advertisers on the best marketing allocation to fit their specific business objectives. Compass™ will provide specific, accurate and actionable recommendations to Forbes' advertisers and potential advertisers as to where they should be investing their marketing dollars.

"It's never been more important for marketers to understand exactly how their marketing efforts translate to the bottom line," said [Kevin Gentzel](#), President and Group Publisher, Forbes Media. "Forbes is delivering on this promise of accountability with MarketShare Partners' breakthrough Compass™ solution, which definitively links an advertiser's investment with Forbes with revenue and outcomes rather than just impressions or eyeballs."

Compass™ is the only business intelligence software on the market that objectively and effectively advises marketers on how much and where to invest both their on and offline marketing dollars, connecting these recommendations to tangible business results. The Forbes Brand Intelligence Group will work with advertisers to answer questions about their business including specific industry trends, markets of operation, current marketing allocation and more than 30 other variables to help determine the recommendations. Based on this input, Compass's™ sophisticated algorithms make recommendations to the advertiser on how best to allocate their marketing resources across all touch points, including television, radio, print and search, display, social media and other forms of advertising.

"Forbes has been a leader in transforming the world of advertising to make it more actionable and accountable," said Wes Nichols, Co-Founder and CEO, MarketShare Partners. "MSP has created sophisticated software in Compass™ that will make a tremendous difference in helping Forbes advise their clients on how to most effectively allocate their resources, as well as definitively proving impact of its media on marketers' sales."

## **Forbes Media**

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches more than 18 million people monthly. The company publishes Forbes and Forbes Asia, which together reach a worldwide audience of more than 5.5 million readers. It also publishes ForbesLife and ForbesWoman magazines, in addition to licensee editions in China, Croatia, India, Israel, Japan, Korea, Poland, Romania, Russia and Turkey. Other Forbes Media Web sites are: ForbesTraveler.com; Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach nearly 40 million business decision makers each month.

## **MarketShare Partners**

MarketShare Partners (MSP) is the industry's leading marketing analytics firm that is transforming the world of resource allocation and marketing measurement. Founded in 2005, MSP has helped companies of all sizes enhance their advertising and sales programs, including many of the world's most recognizable brands. The company has developed a suite of proprietary software solutions that enables companies to determine how best to target the 21st Century consumer who, in this era of fragmentation, social media, search and DVRs, is harder to reach. By evaluating key drivers of a company's business, such as macro-economic factors, product innovation, industry and client-specific data as well as brand buzz, MSP helps companies make smarter decisions regarding where to most effectively spend their marketing, sales and promotional dollars. For more information, go to [www.marketsharepartners.com](http://www.marketsharepartners.com).

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