

Jivox Launches Powerful New Publisher Portal to Help Partners Manage Advertisers' Online Video Ad Campaigns

Colorado newspaper publisher Lehman Communications is the first to utilize the Jivox Publisher Portal

Jivox Publisher Network now includes over 800 premium local web sites

San Mateo, California (PRWEB) - May 5, 2009 - Jivox, the online video advertising service that helps local media publishers maximize online ad revenue with easy and affordable online video advertising, today announced the availability of the Jivox Publisher Portal, a powerful new online tool for white-label publisher partners to create and manage their advertisers' campaigns on the Jivox platform. Colorado media publisher Lehman Communications is the first to adopt the new online video advertising tool.

The Jivox Publisher Portal enables publishers' sales and ad operations teams to access and manage their advertiser accounts, enter insertion orders, set campaign pricing, track campaigns and traffic video ads all from a central console. Extensive analytics enable publishers to see real-time critical metrics related to ad performance and ad inventory, and report back to their advertisers.

“We built our new publisher portal so that our white-label publisher partners have a live status of all their advertisers' campaigns and can manage them the way they currently do business,” said Diaz Nesamoney, founder and CEO of Jivox. “From pricing and payments to trafficking and reporting, the new Jivox Publisher Portal puts our partners in complete control.”

“Jivox has helped us expand our offerings to new and existing customers. The ability to offer video and slide show web ads with audio has been well received by sales reps and advertisers alike. Jivox is extremely customer focused. Our questions are answered immediately and our learning curve was relatively short, due to their attention to our feedback and fast response time,” said Terry Emler, Ad Director at Lehman Communications.

Steve Crandall, Internet Specialist at Lehman Communications, also noted: “The interface is straightforward and relatively easy to use. We have been pleased to note that Jivox is dedicated to constantly updating their software based on the feedback they solicit from their clients.”

The Jivox Publisher Network is the industry's only locally focused online video network of premium local media publishers and now includes over 800 web sites providing a reach of more than 75 million unique visitors each month. Jivox customers are able to target their ads within this network to reach particular local audiences using geographic, contextual and demographic targeting. A complete list of publisher web sites can be found at <http://www.jivox.com>.

Online video advertising is growing in popularity as small businesses discover the power of this medium to engage new consumers. According to the Kelsey Group, small and medium-sized businesses will spend \$1.5 billion on local online video advertising by 2012, accounting for 11.6% of their overall advertising budgets. Kelsey Group also reports that of the consumers who've seen a video ad, 47.3% checked out the web site, 19.1% requested information about a product or service, 18.2% went to a store to check out a product, and 16.9% made a purchase.

About Jivox

Jivox helps small businesses reach customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes hundreds of local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

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