



Online Ad Network Develops Software Solution for Domainers

Progressive online ad network, CPX Interactive, announces CPXpi, a software solution to allow Domainers URL level insight into their portfolios.

Westbury, NY (Vocus) April 16, 2009 -- Progressive [online ad network](#) and global marketing company, [CPX Interactive](#)], has developed a technology/software solution that will let domain monetization and service providers offer client domainers URL-level performance and revenue insight into their massive domain portfolios. The solution, called CPXpi - Portfolio In-site, will begin beta testing with some of the industry's largest players.

CPX Interactive has long worked with major domain service providers to help their clients generate significant revenue by serving display advertisements across their portfolios of URLs. These service providers must then track the revenue for the hundreds of thousands of URLs owned by each of their thousands of portfolio clients. This process can be extremely resource intensive.

CPXpi - Portfolio In-site is a direct response to requests for a powerful tool to provide better insight into this process. CPX VP of Publisher Acquisitions, Mike Zacharski explains, "We have been in the domain space for some time now. We saw an opportunity to bring further liquidity and added value to this market and acted on it. We listened to what our partners were looking for and built a solution to fit. Our goal was to give domainers real tools to let them better understand the value of individual domains."

CPX Interactive CTO and co-founder, Carlton Hickman puts the initiative in larger perspective, "This is an important step for CPX. We have been creating internal technology solutions for years and creating an externally facing solution is something we are very excited about, especially as it is completely inline with the company's mission statement."

CPX's [mission statement](#) (which can be found on the company's website) contains the following:

Our vision includes the development of new and innovative interactive strategies, processes and platforms that deliver on, and leverage, these goals.

About CPX Interactive:

As a progressive online ad network and global marketing company, CPX Interactive is redefining the online advertising landscape. By layering the development and execution of cutting edge online strategies on top of its own global distribution model, CPX ensures advertisers success on any metric while efficiently monetizing 100% of its publishers' inventory, from premium to remnant.

CPX Interactive delivers more than 30 billion impressions to more than 200 million unique users in more than 60 countries every month, and has recently been named the [6th fastest growing privately held advertising/marketing company](#) in the US by Inc. Magazine.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).