



Hoover's New Platform Enhances BtoB Advertising Offering

Hoover's today announced the immediate availability of a new platform that will enhance its advertising offering by making significant improvements to the site's ad inventory. The new platform delivers added flexibility and a higher degree of targeting for advertisers.

Austin, Texas (Vocus) March 11, 2010 -- Hoover's, Inc. (www.hoovers.com) today announced the immediate availability of a new platform that, along with underscoring Hoover's commitment to staying ahead of its customers' needs to grow their businesses, will also enhance its [BtoB online advertising offering](#) by making significant improvements to the site's ad inventory.

The new platform offers an added level of flexibility to Hoover's advertising options by making ads more contextual to the site's content, offering a wider range of ad sizes with an increased level of targeting and [BtoB online advertising](#) placement.

"From an advertising standpoint, the enhancements made to the new Hoover's platform reinforce Hoover's dedication to bring to market a complete product that is of significant value to both our subscribers and our advertising partners," said Mark Walters, Hoover's Vice President of Ad Sales & Operations. "We now have additional ways to deliver highly [targeted online advertising](#) within the context of our customers' workflows, and we intend for the improvements to increase our share of the B-to-B advertising market."

The new Hoover's platform will offer advertisers six different IAB sizes and significantly enhanced functionality and contextual placement in relationship to the pages' content. Hoover's conducted a months-long preview period, during which customers tested the site's functionality and provided feedback that guided the development and reflects Hoover's commitment to customer responsiveness and seamlessly integrating within their daily workflows.

About Hoover's, Inc.

Hoover's, founded in 1990, is a D&B company that provides its customers with insight and actionable information about companies, industries and key decision makers, along with the powerful tools to find and connect to the right people to get business done. Hoover's provides this information for sales, marketing, business development, and other professionals who need intelligence on U.S. and global companies, industries, and the people who lead them. Hoover's unique combination of editorial expertise and one-of-a-kind data collection with user-generated and company-supplied content gives customers a 360-degree view and competitive edge. This information, along with powerful tools to search, sort, download and integrate the content, is available through Hoover's (<http://www.hoovers.com>), the company's premier online service. Hoover's is headquartered in Austin, Texas. Follow Hoover's on Twitter: @hoovers.

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Online Web 2.0 Version

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