



Online Ad Network CPX Interactive Shows 500% Growth in Global Reach for 2006

CPX Interactive tops 100 billion impressions served for 2006 ... touts success of open marketplace model as one reason for continued growth.

Westbury, NY ([PRWEB](#)) April 16, 2007 -- CPX Interactive announced that it served over 100 billion global impressions across their online network for the calendar year of 2006. This represents a 500% growth over the 20 billion impressions served in 2005. CPX, the largest member of Right Media's market-driven Right Media Exchange platform, is already on target to more than double 2006's impression number for 2007.

"We are extremely excited about what is happening in the online advertising vertical, and in the ad network space, specifically," says CEO Mike Seiman. "We think that 2007 represents a breakout year for the open marketplace model. Ad Networks that refuse to adapt will quickly become obsolete."

COO, Rob Rasko, adds, "Our flexibility and early adaptation to the marketplace model has already borne itself out in terms of profitability and will position us to be the largest player across industry marketplaces as they continue to develop."

In addition to continuing the growth of the network itself, in 2007 CPX Interactive is planning the development of platforms and products that leverage its unparalleled reach to benefit both its advertisers and publishers in innovative ways.

CPX Interactive is a progressive online ad network, dedicated to optimizing online revenue generation for both its advertisers and publishers. CPX ensures advertisers success on any metric, while efficiently monetizing 100% of its publishers' inventory.

For more information, visit [CPX Interactive](#)

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Online Web 2.0 Version

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