



CPX Interactive: Yahoo! Acquisition Bodes Well for ad Network Space

Top-tier online ad network - CPX Interactive - counts itself as benefactor of Yahoo!'s purchase of Right Media...as well as other recent industry M&As.

Westbury, NY ([PRWEB](#)) May 1, 2007 -- CPX Interactive, one of the largest online display ad networks, today saluted Yahoo!'s purchase of Right Media as yet another signal that the future of ad networks - while positioned to change significantly - is brighter than ever.

As the largest member of the Right Media Exchange, CPX Interactive accounts for approximately 30% of the exchange's traffic. The CPX Interactive online ad network is already on record as pointing to the success of the open marketplace exchange model as a major contributing factor in its continued growth. "This newest development, coupled with other recent exciting industry announcements, provides even further support for this progressive model of online display advertising distribution - a model that CPX has embraced since its inception," says CEO Mike Seiman.

COO Rob Rasko adds, "As an ad network, if you are confident in your ability to deliver real value, then you naturally support any advance that increases available inventory in the marketplace. CPX supplies liquidity to that marketplace by monetizing 100% of publisher inventory. We look forward to the opportunity to fill more of Yahoo!'s unsold inventory as it supplies more of it into the mix. Clearly, the momentum in the space is exciting and we feel we are positioned well to ride the wave."

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 www.cpxinteractive.com

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Online Web 2.0 Version

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