



CPX Interactive Upgrades Growth Expectations for 2007

CPX Interactive - a Progressive Ad Network -- reaches 2006 impression numbers in first half of 2007 - upgrades expectations for 2007 total numbers.

Westbury, NY ([PRWEB](#)) August 15, 2007 -- CPX Interactive announced that it served 107 billion global impressions across their online network for the first half of 2007, besting the total 100 billion impressions that the ad networked served in all of 2006. With a stellar Q1 & Q2 now under its belt, the company has upwardly revised its own internal goals for the calendar year.

COO, Rob Rasko says, "We had originally projected 100% growth in year over year global impressions served, 2007 over 2006. With our impression number growing every month, and having reached last year's numbers by mid-year, it isn't a stretch to now anticipate 130%-150% growth by the end of the year."

CEO, Mike Seiman explains, "This continues to be an exciting time in the online advertising space. More and more publishers are realizing that there is no need to leave inventory on the table." Seiman continues, "The ability, and inclination, to proactively monetize non-premium, or remnant, inventory really sets us apart from the other top-tier ad networks that are focused on premium-only inventory. Our advertisers also reap the benefit of this unique position as we can offer them dynamic, versus static, CPMs that are designed to back into their specific success metrics."

[CPX Interactive is a progressive online ad network](#), leveraging the underlying truths of the Internet to unlock unprecedented efficiency in the buying and selling of online display advertising. Advertisers leverage the network to receive optimized global reach at efficient pricing, while Publishers realize the benefit of 100% inventory fill technology.

The ad network serves more than 24 billion global impressions to over 195 million unique users across more than 5,000 publisher websites every month.

For more info: www.cpxinteractive.com

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Online Web 2.0 Version

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