



CPX Interactive Joins Doubleclick Advertising Exchange

Progressive online ad network, CPX Interactive, joins the beta program for the new DoubleClick online marketplace

New York, NY ([PRWEB](#)) October 30, 2007 -- CPX Interactive, a progressive online ad network, has announced that it has joined DoubleClick Advertising Exchange, a dynamic online marketplace that - upon completion of beta testing- will connect buyers and sellers of online display advertising for maximum return and efficiency. Among the largest of ad networks, CPX will bring a stable of both direct and brand advertisers into the Exchange and will expand DoubleClick Advertising Exchange's global footprint.

The DoubleClick Advertising Exchange service is an impression-by-impression marketplace that will connect industry-leading online publishers with top-tier advertisers, agencies and networks in order to monetize unsold and undervalued online display advertising.

"CPX is quickly becoming a major ad network player and has fully embraced our service as part of its strategic effort to meet client needs," said Michael Rubenstein, vice president and general manager of the DoubleClick Advertising Exchange, "In bringing significant access to quality advertisers to the table, CPX becomes an instant 'market maker', helping to create the liquidity that will contribute to the success of the Exchange when it is launched commercially."

CPX's CEO Mike Seiman added, "We see CPX Interactive's relationship with the DoubleClick Advertising Exchange as complimentary. We support the open exchange model in the ad network space because we believe that our advertisers and publishers benefit most by the open competition that an exchange provides."

CPX COO, Rob Rasko says, "Because of CPX's open approach to the ad network space, which we believe differentiates us from other players in our space, we are confident in our ability to deliver cutting-edge services that offer competitive options to buyers and sellers of digital media."

About CPX Interactive

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 a "100% inventory fill" philosophy.

The ad network serves more than 24 billion global impressions, to over 195 million unique users, across more than 5,000 publisher websites, in 65 countries every month.

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