

Facilitate Digital Holdings Limited (ASX: FAC) launches Smart Fusion, a performance based digital marketing tracking solution

Sydney, Australia (28th August 2007): Facilitate Digital Holdings Limited (“the Company”) (ASX: FAC), a leading independent provider of digital marketing technology, today announced the launch of *Smart Fusion*, a fully integrated tracking solution that provides a more sophisticated approach to the measurement of activity across all digital marketing channels. Smart Fusion presents optimal tracking of digital marketing activity through the use of the Fusion Performance Tracking (FPT) tag, a single universal tag, benefiting everyone who engages in tracking across multiple media sources.

“We are excited at what Smart Fusion means for those who were faced with the frustrations of implementing multiple tracking tags across multiple websites,” says Facilitate Digital’s Chief Product Officer, Tom Peacock, “Now there is just one tag to deploy, delivering a substantial benefit for everyone; *advertisers* have the confidence with which to increase their affiliate investment, *publishers* benefit from the ad revenue, and *agencies* are able to drive a transparent and accountable process.”

Through Smart Fusion, one tracking tag is deployed by the advertiser to track each acquisition and instantly attribute it to the relevant affiliate or publisher. For all parties the equation is clear: streamline the approval and implementation process, eliminate duplication plus increase control equals a reduction in staff time and an improved return on marketing investment.

This technology represents a further advancement of Facilitate Digital’s leading online intelligence solutions. Currently no other solution provides such a comprehensive suite of metrics across every aspect of online marketing; Search, Display, Affiliate Marketing and Site Analytics, making Smart Fusion a true next generation information tracking technology.

“Smart Fusion exemplifies Facilitate Digital’s focus on providing all parties involved in online marketing with tools that improve their ability to gather, track, analyse and profit from data,” said Peacock, “Like all Facilitate Products, it is simple to use, fully integrated with our suite of products and gives users maximum flexibility in their online marketing.”

Smart Fusion is also accessible within Facilitate Digital’s ad serving platform FFA (Facilitate for Agencies),

About Facilitate Digital

Facilitate Digital creates digital advertising solutions that emphasize simplicity, integration and flexibility for agencies, web publishers and marketers worldwide. As the only global provider that offers a purpose built single platform solution across both marketing and business intelligence, our clients include global agencies such as Universal McCann, Zenith Optimedia, Starcom, Carat, Mediaedge and OMD, and large scale national and international advertisers including CBA, Foxtel, Hewlett Packard, NAB and Citibank. Our proven products and expertise in display advertising, search marketing, site analytics, agency workflow and lead generation empower clients to produce measurable results that increase their return on investment. With offices in Australia, Asia and Europe, Facilitate Digital works across cultures as well as digital marketing channels.

For more information:

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