

Effective Measure invests in Pakistan's digital economy

KARACHI, PAKISTAN: [Effective Measure](#), a rapidly expanding leader in digital audience profiling and measurement in emerging markets, has marked its official entry into the booming online media market of Pakistan.



Founded in Australia and operational in some of the world's most dynamic digital growth markets, Effective Measure has made a further commitment to assisting in the development of the Pakistan online media industry.

Effective Measure has been on the ground in the Pakistan market for over a year and has now formalised its presence following a series of key client wins and the coveted official industry endorsement by the Pakistan Advertisers Society (PAS) to facilitate digital audience measurement for the Pakistan digital media industry.

Effective Measure marked its official entry to the Pakistan market by supporting the PAS Awards on the 26th of April and hosting a series of high level briefings with key clients over the last week with visiting [Effective Measure CEO Richard Webb](#) and [Effective Measure Regional Managing Director MEA, Brendon Ogilvy](#).

"The vibrant, emerging Pakistan market represents a great opportunity for Effective Measure to help transform a nascent digital media industry into a booming digital economy. We are delighted with the support and collaboration that we have experienced with local media and industry over the last year as we solidified our position in the market. The year ahead will be an extremely exciting time to be part of the local digital market and we will endeavour to share our international expertise to assist in expediting that growth potential and providing world class metrics and data that serve this diverse audience," Webb.

The Effective Measure solution benefits advertisers and media owners by offering superior access to audience reach and demographic data.

And heading up the Pakistan expansion is...

Leading Effective Measure's expansion in Pakistan is [Effective Measure Country Manager-Pakistan, Imtiaz N. Mohammad](#), who has been developing market alliances and relationships over the last year. He joined the Effective Measure team with a rich background in both entrepreneurial digital projects, with technology consultancy Inspire-X and Crosby Asset Management and fixed and mobile content expertise with companies including SmartPhonz Wireless.

"As the Pakistan media market embraces digital it also faces regulatory, technology centric and economic challenges. Effective Measure's global experiences at the grass roots of emerging markets can help ease those challenges and turn them into electric opportunities. The potential in the Pakistan digital media market is huge and armed with the right tools we will assist in fostering the collective goal of turning Pakistan into a knowledge based economy," said Mohammad.

Under the PAS alliance Effective Measure has been working in collaboration with PAS to establish a market leading digital audience measurement service for the Pakistan industry. The breakthrough recognition of the Effective Measure platform, which was announced in March, has given Pakistan's advertising, publishing and digital media sectors a new level playing field to accurately assess measure and develop their valuable digital assets.

"The MEA region continues to exceed expectations across the digital media industry. The diversity of content and enthusiasm for digital engagement across all technology platforms is forcing advertising agencies and publishers to lift their game on all fronts. Insight, audience depth and accountability are no longer luxuries but mandatory tools of the trade and Effective Measure relishes bringing these opportunities for world-class digital development to the Pakistan market," said Effective Measure Regional Managing Director MEA, Brendon Ogilvy.

About Effective Measure

Effective Measure is the leading provider of media planning and audience profiling solutions in the emerging markets, bringing best practice online measurement data to premium publishers, ad agencies, ad networks, advertisers and researchers. Our solutions offer media planners invested in Oceania, South East Asia, Middle East North Africa and South Africa, a clear insight into the state of the Internet and the ever-growing Internet population. Find out more about the company at www.effectivemeasure.com.

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