
ADXPOSE RAISES \$3 MILLION, SHIFTS AROUND EXECUTIVES



mpire has changed its name to the name of its most prominent product, Adxpose. The company showed a quarter-by-quarter 150% increase in revenue and impressions optimized in 2010. The company also revealed that they have raised three million dollars in a third round of funding meant to help the company expand and grow. The company helps advertisers track and optimize their online display advertising with tools that offer a wide array of data about the ads and how consumers react to them. Additionally, the company helps publishers, giving them tools to control the placement and reporting from the ads, as well as protecting them from fraud. In addition to the name change, the company has made some staffing changes, taking Kirby Winfield from president and chief revenue officer to chief executive. Also,, it's former SVP of strategic development Ryan Polley will now be chief operator at the company.

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