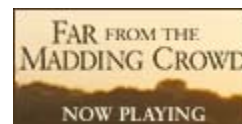


The New York Times



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Updates/Media and Technology; Software to Track Business Prospects By Web Visits

By SETH SCHIESEL

One of the biggest fetters on the growth of advertising on the World Wide Web has been advertisers' uncertainty about how many people are actually seeing the banners and other visual gadgets they are spending to promote.

Many Internet service providers and big organizations that provide access to cyberspace make copies of popular Web pages, like Yahoo (<http://www.yahoo.com>), for instance, and serve them up to their users instead of having them clog the Internet with repeated requests for the same material.

The problem is that to the administrators of the Web page, the copying seems to be a single visit when the page may eventually be seen by thousands of people. That practice, known as caching, has disturbed advertisers and people who sell advertising on line because they have little way of knowing what they are getting (or selling) for their money.

This week, a small company called Matchlogic Inc. (<http://www.matchlogic.com>) plans to introduce software that it says will solve the problem, allowing accurate counts of how many people see a Web ad.

The software has the backing of a giant advertiser, General Motors, and of the Audit Bureau of Circulations, which certifies the reliability of circulation figures of printed publications and now of Web sites.

"We went in and did a review of their technology and after agreeing that their technology did what they were claiming it did, we are now in the process of setting up to audit it," said Dick Bennett, the bureau's senior vice president for audit services.

Philip Guarascio, vice president and general manager for marketing and advertising of General Motors' North American operations, said, "This technology is going to give us what we think is the most accurate headcount, and that will let us evaluate our current and future investments more accurately." SETH SCHIESEL