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Facebook IPO: AdParlor, the largest Facebook Ad Management Platform, at Inside Social Apps 2012

Kansas City, MO - Feb 6, 2012 - AdParlor, an Adknowledge company and a leading advertising platform on Facebook, announces today that they are exhibiting at booth #14 at Inside Social Apps 2012 www.insidesocialapps.com on February 8th and 9th. AdParlor has built technology that utilizes the Facebook Ads API and, today, manages over 30 Billion monthly impressions for clients such as Groupon, SEGA, Ubisoft, Digitas, OMD and more.

As social networking usage continues to increase, the impact it has on consumer purchasing decisions is also increasing. Facebook still remains by far the most popular and dynamic social network on the Web. The New York Times reported that more than half of Facebook's 845 million users log in every day.

With Facebook's pending IPO, the advertising possibilities it has to offer are in its infancy. AdParlor will help you leverage these huge advertising opportunities on the largest social network in the world. AdParlor is hosting numerous roundtable discussions at Inside Social Apps 2012 that focus on Facebook Ads. Below are must attend AdParlor roundtable discussions:

- **The Dynamic Facebook Ad Marketplace Tracking changes in Supply and Demand** – Understanding how and why CPC prices on Facebook fluctuate – and how CPA rates are affected by changes in supply and demand. **Hosted By: Ali Merali**
- **Facebook Ads and the Rising Cost of User Acquisition** – Explaining why the cost of user acquisition increases over time – focusing on the important CTR and CVR metrics. **Hosted By: Gareth Smith**
- **Facebook Ads – Analyzing English-Speaking User Acquisition for Game Developers** – Comparing users from the United States, Canada, United Kingdom and Australia in terms of size, cost, competition, and quality. **Hosted By: Hussein Fazal**

Inside Social Apps 2012 takes place in San Francisco, CA and includes two full days of critical discussion, as well as networking events during the first evening of the show. If you haven't already registered for the show, it's not too late. You can register at <http://tinyurl.com/87fw7lz>

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About Adknowledge

Adknowledge operates the 4th largest marketplace for advertisers to connect with their target audiences in hard-to-reach places on the Web with similar ROI as search. Since its founding in 2004, Adknowledge has grown organically and through acquisitions (including Miva, Super Rewards and Hydra) to become the largest privately-owned Internet advertising network. The company connects advertisers with consumers across the long tail Web via multiple channels, including email, search, domains, social networks and mobile. For more information, visit www.adknowledge.com.

About AdParlor

AdParlor is a leader in handling large Facebook Ad campaigns and provides both full-service and self-service solutions for Facebook advertising. AdParlor currently manages over one billion impressions per day on Facebook using their proprietary technologies and, through dynamic ad creation and bid optimization, is able to effectively manage Facebook advertising on a large scale for hundreds of clients including Groupon, Ubisoft, SEGA, OMD, Digitas, and many more. For more information, visit www.adparlor.com.