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## Dial 1-800-REVShare for the future in TV advertising

Posted Dec 12th 2007 3:10PM by [Zack Miller](#)  
 Filed under: [Competitive strategy](#), [Google \(GOOG\)](#), [Marketing and advertising](#), [Next big thing](#), [ValueClick Inc \(VCLK\)](#), [Technology](#)

I was doing some research work and surfing on the great tech blog, [TechCrunch](#), when an article caught my eye. (Actually, I use [techmeme](#) to search for important tech stories and came across the aforementioned article - but, that's not important right now.)

The article was about a **\$20 million infusion** by the [Carlyle Group](#) and H.I.G. Ventures in a Southern California-based company named [REVShare](#). Your friend and mine, [Google](#) (NASDAQ: [GOOG](#)), has made a push into Cost-Per-Action (CPA) advertising. CPA advertising is the holy grail for advertisers, because the advertiser only pays when an action he defines (like purchasing a product) occurs. This has long been a mainstay of internet advertising, as it's relatively easy to gauge such metrics. Commission Junction, part of [ValueClick](#), (NASDAQ: [VCLK](#)) has been making a living at this for a long time (in relative web years). Television, on the other hand, has always been a slippery bugger.

Until REVShare. According to Tech Crunch, REVShare "...manages those ads that urge viewers to call a 1-800 number or go to a website. The company has relationships with 1,500 TV stations (most of these tend to be local, infomercial-style ads)." The rest is metrics -- providing the advertisers with enough info to match what they're willing to spend on a new sale with the cost of advertising.

Very interesting stuff. As Google has made its mark into newspaper, radio, and

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even in-game advertising, maybe REVShare and television advertising is next on the horizon.

*Zack Miller is the managing editor of [IsraelNewsletter.com](http://IsraelNewsletter.com) and a former equity analyst for a leading multinational hedge fund. The author holds a long-term position in GOOG.*

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