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Comcast Coup for Mixpo

 Comcast, which has a sales force the size of a major yellow pages publisher, has been slow to adopt online marketing tools and services to add to its sales kit. I'm sure there's a bunch of experimentation going on with different vendors at this point, but it arguably should have begun two or more years ago. Anyway . . .

Today the cable giant's B2B unit ([Spotlight](#)) took a step in the right direction, [partnering](#) with Mixpo:

[L]ocal advertising clients in Comcast Cable markets across the country can take advantage of Comcast's online advertising opportunities, including placement of online video ads in standard display ad areas on Comcast.net, a top U.S. Website and the portal for more than 14.6 million High-Speed Internet subscribers, or Vehix.com, a leading automotive portal owned by Comcast. Comcast Spotlight's ad sales professionals will be utilizing Mixpo-powered services to make online advertising and its benefits, including improved lead capture and conversion, more accessible to advertisers of all sizes in nearly 90 markets.

Mixpo offers a platform and a suite of tools and analytics capabilities that will support what appear to be repurposed cable TV ads created by the Comcast Spotlight unit. As the quote from the release says, distribution will be on consumer portal Comcast.net (which offers IP-based location targeting) and Comcast's autos vertical (where appropriate to the advertiser).

Comcast is one of comScore's Top 50 US websites (for August):

Rank	Property	Unique Visitors (000)
	Total Internet:	
	Total Audience	188,937
1	Google Sites	144,738
2	Yahoo! Sites	141,549
3	Microsoft Sites	123,466
4	AOL LLC	110,623
5	Fox Interactive Media	89,236
6	eBay	71,495
7	Ask Network	58,482
8	Amazon Sites	57,942
9	Wikimedia Foundation Sites	55,423
10	CBS Corporation	49,229
11	Apple Inc.	47,578
12	Turner Network	46,787
13	Viacom Digital	44,836
14	Glam Media	44,377
15	New York Times Digital	43,367
16	FACEBOOK.COM	40,959
17	Weather Channel, The	36,613
18	craigslist, inc.	35,516
19	Time Warner - Excluding AOL	32,517
20	Disney Online	32,334
21	Wal-Mart	31,958
22	Target Corporation	30,533
23	Adobe Sites	30,172
24	Comcast Corporation	29,725
25	AT&T, Inc.	28,588

Despite the significant traffic, broader video distribution is called for. However, that's still very much an embryonic segment of the local ads ecosystem. Today most SMBs with video are merely showing it on their own sites.

Regardless, this deal is a big step for Mixpo, which has emerged from a crowded field of recent video ad platforms and startups. It's something of a baby step for Comcast by contrast.

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