



Quick Hits: Searchmetrics, Acquisio, Gorilla Nation and More

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[Gorilla Nation](#), part of Evolve Media, has launched totallyher, an end-to-end vertical advertising solution for reaching female audiences. Gorilla assists advertisers in building specialized creative — including content, video, polls, quizzes and photo galleries — while coordinating audiences and employing contextual targeting across premium women-oriented web properties such as Momtastic, The Fashion Spot and King.com.