



## CRIMTAN OPENS IRELAND OFFICE

**Dublin. June 7, 2010**

Crimtan has cemented its position at the heart of online advertising in Ireland by opening an office in central Dublin. Headed up by Ireland Country Manager, Daniel Cooney, advertising agencies in Ireland will see service levels improve even further from a dedicated local presence.

Campaigns by international and local advertisers such as Irish Ferries, AN Post, FBD, Permanent TSB, 4FM, AIB, Trocaire, Eire Lingus, University College Dublin, BSky, VW, Vodafone, Aviva and IKEA have already benefited from Crimtan's unique behavioural advertising technology and revenues have grown rapidly since trading commenced in January 2009.

Announcing the opening, Paul Goad, MD of Crimtan said "Dan has a lot of media experience and is well-known throughout the advertising community. He is firmly focussed on delivering agencies the best combination of results, service and value for money of any ad network in Ireland".

Crimtan recently helped establish the IAB in Ireland by supporting it as a 'Visionary Partner', is one of only three IASH members in Ireland and the only ad network in Ireland that complies with IABs Good Practice Principles for Behavioural Advertising.

**-ENDS-**

### **About Crimtan:**

Crimtan is the world's most sophisticated behavioural advertising platform with a suite of tools designed to meet the key advertiser objectives of branding (targeting) and acquisition (response) through real time optimisation by CTR, CPA and Efficiency. Our unique, closed-loop self learning and improving technology observes online user activity and uses multiple interest triggers to develop over 1000 interest, intent and demographic profiles in real-time, while comprehensive campaign reporting enables Crimtan to provide industry-leading campaign intelligence and accountability.

[www.crimtan.com](http://www.crimtan.com)

### **For more information contact:**

#### **UK**

Paul Goad  
MD  
Crimtan  
111 Buckingham Palace Road  
London SW1W 0SR  
Tel: +44 (20) 7340 8760  
Email: [pgoad@crimtan.com](mailto:pgoad@crimtan.com)

#### **Ireland**

Daniel Cooney  
Country Manager  
Crimtan  
Block 4  
Harcourt Centre  
Harcourt Road  
Dublin 2  
Tel: 353 1 4773940  
email: [dcooney@crimtan.com](mailto:dcooney@crimtan.com)