

## **CRIMTAN LAUNCHES INTERACTIVE VIDEO UNITS FOR BRAND ADVERTISERS.**

*Behavioural Advertising Company, Crimtan, expands its range of online brand marketing tools.*

**LONDON. April 12, 2011**

Crimtan rolls out yet another new product for advertisers with the introduction of Interactive Video Units (IVUs) for brand campaigns. This high quality, high impact ad format makes the most of client video assets and raises brand awareness with the target audience.

Paul Goad, Managing Director of Crimtan said: "Crimtan is always looking for ways to make campaigns more efficient and, for brand advertisers, our new IVUs do just that. Their video quality, expandable size, social networking links and targeted delivery mean that ads can easily be more widely distributed by users who respond to the more 'personal and exclusive' nature of the content."

The IVU uses a standard MPU that engages web users with high quality, eye-catching, relevant content and, just like TV, the IVU is delivered to a defined target market to help raise awareness and reinforce brand values. As well as this, the interactive nature of the web enables consumers to explore the brand further by clicking on links that take them to specific locations on their website.

**-ENDS-**

### **About Crimtan:**

Crimtan is a technology-rich Behavioural Ad Network, built on a proprietary Real-time Audience & Media Platform, RAMP360. Crimtan provides online advertisers with advanced digital marketing products and services using precise audience profiling, segmentation, targeting and optimization to deliver ads across an extensive network of unique publishers, SSPs and Ad Exchanges. [www.crimtan.com](http://www.crimtan.com)

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

#### **UK**

Paul Goad

MD

Crimson Tangerine Ltd

111 Buckingham Palace Road

London SW1W 0SR

Tel: +44 020 7340 8760

Email: [pgoad@crimtan.com](mailto:pgoad@crimtan.com)