

VIZU BRAND LIFT MEASUREMENT TOOL DEBUTS.

Behavioural Advertising Company, Crimtan, uses US brand measurement tool on UK campaigns.

LONDON. March 17, 2011

Marks & Spencer has become the first Crimtan client to take advantage of Crimtan's new partnership with established US brand campaign measurement company Vizu.

Vizu's Ad Catalyst product provides a rich set of brand advertising data that measures advertising induced changes in key customer perceptions and intentions. This real-time, self-service brand advertising measurement system is currently used to track brand ad effectiveness for numerous clients in the US including high-profile consumer brands and leading digital agencies.

Paul Goad, Managing Director of Crimtan said "Crimtan is committed to developing and introducing the most innovative products in the online advertising industry to the UK and we are thrilled to partner with Vizu and bring their innovative approach to the measurement of online brand spends to UK advertisers."

UK advertisers can now receive broad insights into their online brand advertising campaigns. Vizu measures the performance of online brand advertising campaigns, using Brand Lift as the metric rather than click-through rates which are often inappropriate for brand building campaigns. This brand focus separates Ad Catalyst from other online advertisement measurement technologies with roots in direct response advertising.

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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

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