

# ONLINE ADVERTISING GETS SMARTER WITH UK LAUNCH OF ADINTELLIGENCE EUROPE

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London, April 26th 2004 – AdIntelligence, the leading providers of desktop based contextual ad serving solutions, today announced the launch of its European operations, AdIntelligence Europe. The company enables advertisers to target specific internet users by providing its popular behavioural marketing software to popular third-party desktop applications which individuals download and use free of charge in return for intermittent views of relevant and contextually targeted adverts.

“AdIntelligence Europe operates a straightforward graphical advertising solution assuring our clients a relevant and highly targeted inventory. Our user base is highly receptive to targeted offers, with response rates ranging from 2% to 10% and beyond.” Said Michael Perrin, AdIntelligence Europe’s Senior VP of Sales. “As a result of its successful trading record and experience in the US market, Adintelligence now has over 1,000,000 unique users across the UK and Europe.”

Building on the success of its US operations, a three strong team of highly skilled industry professionals from search targeted marketing company Looksmart UK have been recruited to roll out AdIntelligence Europe which is headquartered in central London. AdIntelligence Europe is being headed up by Rob Pearson, previously Sales Director at LookSmart UK.

AdIntelligence is used by a large number of popular third party desktop applications that consumers regularly download free of charge. AdIntelligence software works by recognising each user’s Internet viewing habits in real-time which is the most effective time to present a graphical advertising message. The AdIntelligence solution allows advertisers to target individuals by consumer behavioural categories, limiting the intrusiveness of the graphical advert and achieving above average click-through and conversion rates.

AdIntelligence offers control over targeting and optimisation by contextually matching the content of the page viewed by the user against a list of keywords supplied by the advertiser. In addition the solution enables advertisers to target by relevant channels such as ‘UK hotels’ for the travel industry.

For further information on Adintelligence Europe please visit: [www.adintelligence.co.uk](http://www.adintelligence.co.uk)

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