

Lastminute.com puts an end to Valentine's Day disappointment with Imagini

Submitted by: Six Degrees Limited

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London, 10th February, 2009 – Building on the success of the first ever interactive gift finder, launched at Christmas, Lastminute.com is today launching a Valentine-themed version of the service in France. Developed in partnership with Imagini, the web-based gift finder makes personalised recommendations for presents by taking users through a fun, image-based quiz.

Once people have completed the quiz (which takes only a few minutes) Imagini's technology builds a 'VisualDNA™' profile based on feelings and motivations revealed by their answers. The technology then identifies and maps preferences across a series of behavioural patterns.

The unique ability to analyse and segment consumers at an extremely detailed level is a sophisticated new way to provide valuable information on visitors to a website or portal. Access to this information allows agencies, publishers and advertisers alike to provide a more humanized, and extremely tailored, experience to their target audiences, thereby increasing sales.

By understanding people through images, the gift finder learns about the likes and dislikes of each person (billions of combinations are possible), then immediately returns a refined set of the most appropriate Lastminute.com experiences to suit their character & circumstance.

Imagini Founder and CEO Alex Willcock says, "France is widely acknowledged as the romance capital of the world, so we aren't at all surprised to see them using the latest technology to make sure they get their Valentine's Day gifts just right. Whether it is just a little token of your love, or a major romantic getaway, the gift-finder is a bit of fun which eliminates the guessing game so many people face at this time of year."

This will also be the first commercial application built on the Imagini platform to be pushed out via Lastminute.com's ad networks, affiliates and partner sites – a move that reinforces the scalability of its customer-centric approach.

The quiz will be running until February 14th on the Lastminute.com homepage (<http://tinyurl.com/visualdnafrance>)

– Ends –

About Imagini™

Imagini, the company behind VisualDNA™, has profiled over 12 million people since it launched its technology in early 2007. Imagini's technology builds VisualDNA by collecting the feelings and motivations of consumers using image-based quizzes that identify and map preferences across a series of behavioural axes. This visual approach differs from traditional text-based tools since it taps into pure emotional reflex, offering businesses an opportunity to understand and engage with their customers in a much more sophisticated way.

Imagini's technology has been used in collaboration with a number of commercial partners including PepsiCo, MyDeco, MSN and Nectar.

In 2008, Imagini launched Youniverse.com, a new social networking portal which was rated by BBC Click online as one of the best sites on the Internet.

For more information please visit www.youniverse.com

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