

Ad.IQ Ramps Australian Presence with Senior Sales Manager Appointment

Sydney, 29 July 2009 - Ad.IQ, the dominant provider of mobile marketing services to the worlds top 1,000 advertisers, has announced the appointment of Dunia Silan as Sales Manager based in the companys Sydney office.

In this role, Silan will be responsible for leading the companys efforts to address the growing local demand by advertisers for accountable mobile marketing campaigns.

Silan joins Ad.IQ with five years of experience in the mobile marketing industry having previously been Ad.IQs European Sales Manager based in London. During this time, she was responsible for the delivery of revenue targets and also managed successful campaigns across a wide range of industries, including the automotive and charity sectors. Her key clients included General Motors, Citroen, Volvo, Mitsubishi, Oxfam, Christian Aid and Mediacom.

Silans appointment follows Ad.IQs recent success locally in adding several new clients representing a diverse range of vertical markets, including those from the financial services, higher education, non-profit and automobile sectors.

Ad.IQs technology platform enables customer relationship management via the mobile channel. By varying the keywords on each media and each creative execution, Ad.IQ allows marketers to see exactly which advertisement the consumer has seen, right down to the individual time spots on television or different print titles. At the same time, marketers can ascertain which creative or media is delivering the best return on investment.

We are delighted that Silan has joined the team here in Sydney. Her experience and knowledge will help to ensure that we can continue to provide Australian organisations with the optimal results they seek in using the mobile medium to add accountability for each and every dollar spent on marketing outreach, said James Critchley, Managing Director, Ad.IQ.

About Ad.IQ

Ad.IQ is the dominant provider of mobile marketing services to the worlds top 1,000 advertisers helping companies to derive the maximum benefits from mobile data: from providing detailed information about which media is most effective to accurate prospect databases to support ongoing customer communication. Ad.IQ operates across the globe servicing 12 major markets.

For more information, please visit: <http://www.adiqglobal.com>