

PRESS RELEASE

## Incentivated acquires leading mobile marketing agency Ad.IQ



London, 24<sup>th</sup> June 2013

Incentivated, award winning mobile marketing specialist, today announced the acquisition of Ad.IQ.

The management of Ad.IQ will assume senior roles within Incentivated. Tim Carrigan, one of Ad.IQ's founders will become Sales & Marketing Director of the enlarged group.

Jonathan Bass, CEO of Incentivated said, "I've been talking to Tim for many years and we have very similar views of the industry and opportunity. Tim brings a depth of experience and capability that will be very important for the development of our merged businesses.

We are starting to see clients making serious investment in mobile marketing, m-CRM and m-commerce because these are delivering high levels of performance now. We need to have more grown up conversations with clients and deliver strategy as well as solutions, and Tim will be brilliant in this role."

Ad.IQ staff will move into Incentivated's offices and be integrated into the existing team.

Tim Carrigan, CEO of Ad.IQ said, "I'm very excited by this opportunity. I'm looking forward to having conversations with senior clients about a wider range of mobile solutions. The combination of Incentivated's m-CRM and m-commerce expertise with Ad.IQ's mobile response dominance as well as mobile customer service solutions such as Auto Callback and Basket Recovery will give us added scale and capability in order to provide industry-leading solutions. We have exciting plans for the combined business made up of these complimentary parts.

I'm confident that Ad.IQ's clients will benefit from this deal by gaining access to the enhanced functionality available in Incentivated's platform. Likewise we have solutions that Incentivated's clients can benefit from."



Incentivated provides mobile marketing solutions for clients like Marks & Spencer, Tesco, nPower and Gatwick Airport amongst others. AD.IQ works with Screwfix, Bose, the Army, the Scottish Government and more. Both companies have deep experience in delivering mobile for the public and charity sectors as well as big brands.

Jonathan Bass added, “This is part of a bigger corporate plan. We are continually being asked to deliver more complex projects and there seems to be an appetite amongst clients to take the mobile channel more seriously. We needed more resource and a bigger and more experienced team to match the needs of our clients and we have spent the last year and a half looking at how we develop the business. This is step one of several.”

## About Incentivated, Ad.IQ and the Key People

**Jonathan Bass – CEO.** Jonathan has spent ten years in mobile after previously working as a director of Clear Channel and also Jazz FM (where he was one of the FTSE's youngest ever non-executive directors), and prior to that in corporate strategy with leading advisors LEK Consulting in both London and Los Angeles. At LEK he was involved in the launch of Egg, the privatisation of British Rail and advised the likes of M&S, Eurostar and Disney. He started Incentivated ten years ago and has built it into one of the few mobile specialists with a wide breadth of technical and creative capability. As well as his time at Incentivated he advises a number of start-ups.

**Tim Carrigan – Sales and Marketing Director.** Tim is a successful entrepreneur with a background in media and technology. In 2003 he joined Ad.IQ as chairman and was the initial angel investor. In 2005 he became the full time CEO. Born and raised in Australia he arrived in the UK aged 24 and went to work for EMAP as a journalist. At EMAP he launched the UK's first magazine covering the emerging interactive media industry. He later co-founded one of London's first interactive agencies, NoHo Digital which was acquired by WPP in 1999 and became part of Ogilvy Interactive, where Tim became a managing partner until the end of 2002.

**Incentivated** is a leading mobile marketing, mobile CRM and mobile commerce solutions specialist with ten years experience. We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention/CRM and transaction (mCommerce) campaigns and services for mobile. Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS/text, MMS & in-app) through mobile internet sites, to handset and also server side software applications, including web apps for 'smartphones' and 'tablets'. In addition we provide strategic, creative and technical advice for the best use of mobile by businesses to raise awareness, deliver marketing ROI, provide customer service and transact through the mobile channel.

**Incentivated was advised by** Ross Smith and Robert Rattray, as well as Tristan Rice of S.I.Partners.

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