



Embargo
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TXT4 REBRANDS AS Ad.IQ

Mobile response specialist TXT4 has today rebranded as Ad.IQ to reflect the multi channel services it now offers advertisers. It can now optimise response to ad campaigns across voice, mobile internet and SMS channels; and provide rich intelligence on advertising performance and consumer behaviours.

TXT4 pioneered SMS response in 2002 and has been continually refining its technology to help brands achieve greater response from their advertising campaigns. Its focus has increasingly centred on the level of accountability that mobile brings to above the line, enabling advertisers to gain the same measurable insights into the performance of traditional media as they do with online.

Tim Carrigan, ceo of Ad.IQ said: "Our mission remains the same: to make advertising work harder, and work smarter. Because we can now manage consumer response to campaigns across three channels – phone, text and mobile web – brands receive a global picture on how their campaigns are performing. And by tracking responses to specific creative executions and media placements, we help our clients to accurately calculate the ROI on their marketing spend and better understand consumer engagement."

The strategic decision to rebrand as Ad.IQ follows the successful integration of the company's broader service offering over the last 12 months.



Tim continued: "We decided our brand needed to be brought in line with our evolving proposition and while SMS still remains one of our core offerings, our services now extend far beyond text. Providing wider services to the marketing community also supports our international expansion. Having this month opened an office in New York, we are now servicing 12 major markets, so added flexibility is crucial."

Central to the rebranding campaign is today's launch of the Ad.IQ website, www.adiqglobal.com which contains full information about the new brand, interesting anecdotes about the people behind the company plus an interactive Campaigns section showcasing the latest ads featuring Ad.IQ's services.

Tim Carrigan is available for interview.

Image caption: The new Ad.IQ brand image

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Press enquiries

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Notes to editors

- Ad.IQ is the dominant provider of mobile response services to the world's top 1,000 advertisers.
- The Ad.IQ brand name stands for 'advertising intelligence quotient', better reflecting the company's ability to derive the maximum benefits from mobile response data: from providing detailed information about which media is most effective, to accurate prospect databases to support ongoing customer communication.
- The company launched as TXT4 in 2002, pioneering SMS response to advertising. It was founded by James Critchley who identified the opportunity to integrate mobile into above the line advertising while working as an account director on the Ford account at Ogilvy Interactive.
- Ad.IQ operates across the globe with a team of 50 employees. It has offices in Europe, Asia and North America servicing 12 major markets.