Incentivated acquires leading mobile marketing agency Ad.IQ

Monday 24 June, 2013

London, 24th 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."

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Business & Finance :: Media & Marketing ::

Related Keywords:

Incentivated :: Mobile Marketing :: Jonathan Bass :: Tim Carrigan :: M-CRM :: M-Commerce :: Ad.IQ :: Mobile Market ::

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