



29 October 2007

digitaltmw retained by PriceRunner to recruit new users

PriceRunner.co.uk, the UK's most comprehensive and impartial price comparison site, has appointed digitaltmw, the digital arm of top integrated agency Tullo Marshall Warren (TMW), over the Christmas and New Year period to boost customer acquisition and retention through building and launching an eCRM strategy.

digitaltmw has initially been hired on a six month project to kick start PriceRunner's digital relationship marketing activity, with a view to developing PriceRunner's eCRM activity on an ongoing basis. The digital agency will be involved in developing a microsite, online advertising, competitions and viral activity, as well as a database which over time, will provide essential information for a longer term consumer eCRM communication strategy.

In addition, TMW's data division, insighttmw, is playing a supporting role to digitaltmw and is assisting PriceRunner with its eCRM and customer database activities.

Ross Taylor, Managing Director at digitaltmw, says: "We are delighted to be working with one of the UK's leading price comparison companies, and look forward to helping to drive their successful growth. This is a great opportunity to work collaboratively with their team to create engaging and effective experiences for their users, driving preference and frequency of use."

PriceRunner is a free service, which has been helping consumers compare products and prices from thousands of retailers since it was first launched in 1999. It offers a number of features that help consumers to choose which product to buy, and from whom to buy it, when they are shopping for a range of products. These features include list of up-to-date prices for each product, reviews of retailers written by previous customers, product specification to help consumers choose the product they want and side-by-side product comparison helping consumers to choose the best deal whenever they are shopping.

Gary Goodman, Marketing Director at PriceRunner.co.uk, adds: "digitaltmw has a fantastic reputation both for its strategic thinking and for their creative solutions, and we are already enjoying working with them. The long-term goal is to further improve the level of user engagement with PriceRunner.co.uk. We are confident that digitaltmw will help achieve our objective of recruiting loyal users."

Media contact:

digitalmw

Ross Taylor at digitalmw. Tel: 0207 349 4000

Lorna Webley at Loudmouth PR. Tel: 01494 472226

ValueClick

Lisa Hancox, PR Manager, 0208 7855835, lhancox@valueclick.com

Celia Dixon, PR Executive, 0208 7855849, cdixon@valueclick.com .

Notes to the Editor**About digitalmw**

digitalmw, the digital arm of leading integrated agency Tullo Marshall Warren (TMW), is one of the UK's top digital agencies. Established seven years ago to bring together insightful creativity with proven technology solutions, digitalmw exists to develop clients' internet and e-business strategies in addition to providing a seamless digital solution to integrated projects. It services its own clients – Arriva Trains, L'Oreal and Coca-Cola Enterprises - as well as those of TMW; such as Birds Eye, Unilever and Nissan. The digital agency has won several industry awards including Precision Marketing Response Award: Best Interactive Media Initiative 2006. It is also a member of the Internet Advertising Bureau (IAB) and the British Interactive Media Association (BIMA).

About PriceRunner (ValueClick, Inc.)

PriceRunner.co.uk is owned by ValueClick, Inc., one of the world's largest integrated online marketing companies. Through its individual brands, ValueClick offers comprehensive and scalable solutions that deliver cost-effective customer acquisition for advertisers and revenue for publishers. ValueClick provides advertisers and publishers with performance-based solutions through all online marketing channels. Brand offerings include: PriceRunner.co.uk – the UK's most comprehensive and impartial price comparison website; vcmedia - online advertising network and ad sales for advertisers and publishers; Commission Junction - affiliate marketing; Mediaplex - intelligent technology for digital marketing, including ad serving, email marketing and paid search bid management.