

Who buys your products, and how can you find more of those customers?

Data Locator Group and i-movo combine to bring greater precision and accountability to SMS marketing.

LONDON, 19 March 2007.

The UK's most innovative secure digital voucher specialists, I-movo, have significantly extended the accessibility of their services, by collaborating with the the UK's largest provider of lifestyle data: Data Locator Group (DLG). Founded in 1998, DLG can provide mobile 'phone numbers which can be targeted in terms of their owners' lifestyles for SMS marketing purposes.

DLG's 'Consumer Lifestyles' telephone survey delivers hundreds of thousands of fresh, opted-in and unduplicated consumer prospects each month. This is achieved by utilising DLG's own established call centre. The volume, depth and accuracy of the information is second to none, making it the UK's largest source of freshly harvested consumer data, encompassing around seventeen million individual records, including postal, e-Mail and SMS contact details. DLG's client list includes many blue-chip organisations such as Barclays, Vodafone and 'The Daily Telegraph'.

DLG originally pioneered tele-survey collection and enjoy continued success through their contemporary methodology; their tri-channel collection programme uses telephone, postal and internet data. The recency and intuitivism of DLG's data collection achieves campaign success rates typically three to four times higher than using data supplied by their competitors.

The resultant 'EVERYONE' database offers direct marketers the most up to date, accurate and detailed data on individuals from all thirty-eight million UK households. It is verified against data collected on the Electoral Register, the Land Registry and the Office of National Statistics. It is also the first nationally representative database to make use of a breadth of powerful indicators by integrating a number of data sources. Since the 'EVERYONE' database is modelled on recent, accurate data it is a better reflection of the current socio-economic profile of the UK population than any other source.

Accordingly, i-movo and DLG can work together, providing an integrated service to contact appropriately identified consumers in accurately targeted market segments using SMS.

Furthermore, DLG can profile campaign respondents against their own array of data, to fully understand the individual lifestyle characteristics of those people. This provides the opportunity to purchase the mobile numbers of 'Responder Look-a-Likes' from the DLG 'pool' for further proactive campaign targeting.

In summary, i-movo and DLG can provide answers to the key questions posed by SMS marketing campaigns: Who responds to a campaign? Who goes on to buy the product? Which consumers may be receptive to the same offer?

"There is a clear need for this service" said David Tymms CEO of i-movo, "Some other similar SMS services retain data ownership. Understandably, many brands have not wanted the data which they have purchased to be made available to competitors. As a result, they have tended to avoid

using these services. By maintaining full separation between use and ownership of source data, i-movo and DLG fully address these concerns”

This conclusion was supported by Tim Rutherford of DLG: "This approach combines i-movo's proven ability to track SMS vouchers through to point of purchase with minimal impact on retail systems, whilst delivering unrivalled insight into the lifestyles of respondent consumers. This in turn allows more brands to run even more, better-targeted campaigns, thus achieving higher redemption rates and improved return on investment".

ENDS.

About i-movo

i-movo is a private company jointly owned by Conchango PLC and David Tymms, who is also CEO.

The company was established in 2003 to develop technology and processes to distribute promotional currency to mobile phones with redemption using existing retail infrastructure. For further information on i-movo, please visit <http://www.i-movo.com> or contact David Tymms at i-movo, david.tymms@i-movo.com or telephone +44 (0) 207 261 4449.