

# O2mc enters strategic partnership with DQ&A

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New partner will help develop O2mc module for online display marketing.

Uden, the Netherlands, 20 October 2010 - O2mc, the world's first self-learning, decision-making and executing online marketing platform today announced a strategic partnership with DQ&A, market leader in Display Engine Marketing & Campaign Management. DQ&A clients will immediately benefit from existing O2mc products for Search Engine Marketing (SEM), while O2mc can use DQ&A's knowledge and experience of display marketing. DQ&A is the second partner of O2mc alongside Adversitement. Adversitement is the technological development partner and initiator of O2mc.

## Optimising online marketing campaigns

The O2mc module for optimising online display campaigns uses an analysis of client data to make a link with the display environment. In the future this will give marketers a better insight and ways of using and managing display campaigns more efficiently.

The SEM module of O2mc is already being used successfully at several companies including Relatieplanet, RaboMobiel, Replace Direct and Telefoongids. The module gives marketers greater control over their online marketing campaigns and optimises the return achieved on the campaigns. This improves the Return on Investment (ROI) and increases conversion. The result is a direct saving in time and money.

## Development of O2mc

O2mc is a dynamic and open platform developed through many years of research into behaviour-predicting and behaviour-influencing models. DQ&A will not only use the existing O2mc modules, but will also be involved as an active partner in the further development of existing and new modules.

*'It takes us ten days to do what O2mc does in ten minutes, I rest my case,' says Rick van Boekel, CEO of DQ&A. 'Despite our many years of experience with Google AdWords campaigns, we were dependent until today on time-intensive, labour-intensive and in particular exceptionally complex processes. We are now able to support our clients far better and faster.'*

*'We complement each other,' says Bob Nieme, CEO of Adversitement and initiator of O2mc. 'DQ&A is a young and innovative company just like us. They possess a lot of market know-how when it comes to online display, while we are strong in online analytics. By amalgamating these domain specialisations of our companies within O2m we will reinforce one another. Besides sponsored search we are convinced that display advertising can also be improved and made more efficient. DQ&A has the operational experience needed for this and we have the technical know-how.'*

## About O2mc

Your real-time marketing decision support engine.

O2mc is the only marketing platform capable of automatically linking and interpreting all kinds of relevant data real-time and translating it into a targeted message sent out via the best channels or networks. O2mc takes decisions independently based on your objectives, external factors and social developments. This encompasses everything from surf and search behaviour to traffic information, weather forecasts, news, inventories and activities of competitors; O2mc translates the data into the best mix of AdWords campaigns, search terms, synonyms, display advertising, website content and numerous other messages. It adds up to more return with fewer messages. Thanks to its self-learning capability O2mc analyses and remembers the short-term and long-term effects of campaigns, enabling you to invest every marketing euro optimally.

O2mc puts you completely in control of your online marketing. For more information about the platform and the products visit [www.o2mc.eu](http://www.o2mc.eu).

## About DQ&A

DQ&A expertly and efficiently manages all aspects of your display, video and rich media campaigns, from developing new formats to handling campaign management and optimisation, ad serving and ad exchanges. Whether you are a publisher or agency, we can help you conduct, implement and optimize your online display campaigns for the highest possible performance. Our combination of consulting, outsourcing and technology solutions gives our clients the flexibility to choose a turn-key solution or simply reinforce their own capabilities.

## About Adversitement

Adversitement is a leading full-service consultancy that turns online analytics into a valuable strategic tool. The company translates Internet data into objective management information and coordinates the entire process surrounding it. This includes everything from determination of objectives to implementation followed by optimisation. Adversitement was established in 2001 and was the first company to develop an appropriate response to the demand for online analytics and client intelligence. Adversitement has strongly leveraged its specialised knowledge, technical innovation and development of client-specific solutions. Adversitement is the market leader in Europe, with offices in Uden, Amsterdam, Paris, Hamburg and Istanbul and more than 150 high-profile active clients that include Vodafone, ABN AMRO Bank, Disney, bol.com, Kodak Gallery and European Directories. Clients benefit from an international outlook combined with local commitment. Visit [www.adversitement.nl](http://www.adversitement.nl).

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