

# Digital Industry Guide

Welcome to the Digital Industry Guide 2008 (DIG 2008), an online directory showcasing companies in the digital sector.

Divided into 27 categories, this guide is a handy one-stop tool to help you quickly and easily find appropriate contacts within the digital industry. Each category is introduced with a sector summary to show how the listed companies fit into the bigger digital picture.

We have endeavoured to make the guide as comprehensive as possible by including every company's basic details. The guide also includes paid-for listings carrying additional information on leading digital businesses.

We hope you find DIG 2008 useful and if you have any feedback regarding this guide please contact us on [DIG@netimperative.com](mailto:DIG@netimperative.com).

Kind regards,  
The Netimperative Team

## Index

Category	Page
Affiliate Marketing .....	
Ad Serving & Ad Management Tools .....	
Ad Sales Networks .....	
Consultants .....	
Content Management .....	
Content Production.....	
Direct Marketing/List Buying/Telemarketing .....	
Digital/ Advertising Agencies .....	
Email Marketing .....	
Gaming .....	
Industry Bodies .....	
ISPs/ Hosting .....	
iTV/IDTV .....	
Lead Generation .....	
Media & Site Owners .....	
Mobile Marketing .....	
PR Agencies .....	
Professional Services .....	
Recruitment .....	
Research .....	
Rich Media/ Streaming .....	
Search Technology .....	
SEM (Paid Search) .....	
SEO (Organic Search) .....	
Survey Tools .....	
Usability & Accessibility .....	
Web Analytics .....	
Web Design & Build.....	

## Affiliate Marketing

Affiliate Marketing involves the use of publishers or affiliates to promote your goods or services on a pay for performance basis. It is especially popular with retailers and gaming sites. As a merchant or advertiser, your links are placed in content and adverts that are featured on affiliate websites. When a Web user clicks on a link, they are connected to the retailer, and if they purchase something the affiliate receives a small agent or referral fee, often determined as a percentage of the money the customer spends. Affiliate marketing can be mutually beneficial to both parties, offering a relatively low cost way of generating extra traffic and conversions for the merchant, while giving the affiliate an additional source of revenue. Affiliate links are most commonly used in shopping directories and price comparison websites. Affiliate programs can be run directly or through networks. Affiliate networks offer an alternative to direct affiliate partnerships. In networks, the merchants pay the overall commission to the network. The network then distributes the money to each affiliate who made a sale. While the merchant gets potential access to a wide network of affiliates, the affiliate does not necessarily need to make a certain sale amount for one particular merchant, but rather for the entire range of merchants before getting paid. However, affiliate sites can suffer if they overdo the number of links. Visitors can be wary of sites made up of links to other sites, and it can be more effective to integrate affiliate links within quality editorial content. Affiliate programs can offer a cost-effective way to generate extra revenue. Most of the providers listed are affiliate networks, but there are also companies who offer programme management of direct programmes or those run through a network.

### Buy.at

enquiries@buy.at.co.uk  
020 7299 8380

Buy.at drives online sales growth for 250 brands across all sectors through its networks of 9,000 quality affiliates, supported by leading commercial and technical innovations. Apioneer of the open network, buy.at encourages merchants and affiliates to communicate directly. Clients include Expedia, Egg, RBS, John Lewis, M&S, Sky and T-mobile



### Affilli net

nlapino@affili.net  
020 7400 0302

### Commision junction

mplillipson@cj.com  
020 8785 5430

### I-level

Mark Creighton  
mark.creighton@I-level.com  
020 7399 7100

### ValueClick

arowley@valueclick.com  
020 8785 5845

### Affiliate Future

maz@affiliatefuture.co.uk  
0845 009 2890

### Coast Digital

info@coastdigital.co.uk  
0870 460 9344

### Latitude Group

enquiries@latitudegroup.com  
020 7952 8000

### Webgains

robert@webgains.com  
020 7269 1230

### Affiliate Marketing

tyson@affiliatemarketing.co.uk  
01603 595000

### Convera

Ablack@convera.com  
01344 781 800

### NetBooster

nb@netbooster.co.uk  
020 7190 1640

### Weboptimiser

john@weboptimiser.com  
020 7953 7053

### Affiliate Window

sales@affiliatewindow.com  
0844 557 9240

### Dealgroupmedia UK

chris.russell-smith@dgm-uk.com  
020 7943 4200

## Ad Serving & Ad Management tools

Ad serving refers to the technological processes and services involved in placing adverts on sites. Managing ads can be a complex task, with special software needed to select, place, and track various types of adverts within the pages of a site. Web publishers often need to display ads from a variety of advertisers, but have a limited amount of inventory on which to display them. Ad serving software can help automate this process, determining which ad is selected depending on who is viewing the page, and which page is being viewed, while at the same time conforming with the rules agreed with each advertiser. For example, if a website has ten different advertisers vying for a single skyscraper banner ad, the ad server must decide which one to display. Agreements between publishers and advertisers can depend on a number of factors, including the time of day, previous pages viewed by the user, frequency of views, or geographical location. All these factors must be calculated by the ad serving software. For the advertiser, the ideal ad serving software is the one which will select the most appropriate ad that will result in a sale. Ad servers should therefore be able to calculate which types of ad will get the highest probability of a sale. While advertisers and publishers can deal with each other directly, both can also opt to sign up to advertising networks, which work by buying ads from a number of sites and selling them to advertisers. The ad serving technology companies listed here provide a range of software to Web publishers and agencies, to help you get the best results on ad campaigns.

### Adtech

kit@adtech.org.uk  
0203 008 8693  
www.adtech.org.uk

ADTECH is a leading international supplier of digital marketing solutions. The company's flagship product is the Helios IQ ad serving platform. It enables web publishers to manage, serve and evaluate any kind of online ad campaign including display, video and mobile formats. ADTECH is an independent and wholly-owned subsidiary of AOL's Advertising.com division. Globally, the company works with customers in more than 25 countries

### 24/7 Real Media

sigrid.koch@247realmedia.com  
020 7563 3800

### Atlas DMT

Paula.McCarthy@atlassolutions.com  
020 7434 8201

### Doubleclick

ukinfo@doubleclick.com  
020 3219 1600

### T-Viral

casper.moller@t-viral.com  
020 7231 1320

### Acceleration

Grant@acceleration.biz  
020 7484 8749

### Convera

Ablack@convera.com  
01344 781 800

### Mediaplex

Jlawford@mediaplex.com  
020 8785 5809

## Ad Sales Networks

Digital ad sales networks provide a link between media owners and advertisers. Media owners can turn to ad sales networks to outsource their digital sales activities, who will then negotiate with advertisers and media buying agencies on their behalf. Online ad sales networks handle the advertising space for a client's digital domains, including Internet, mobile and interactive TV destinations. Some ad sales networks can handle further sponsorship and strategic partnership developments. While ad networks are expected to bring in the highest paying advertisers to make optimum use of a media owners ad space, a good network will also bear in mind the relevancy of the ads to the media owners' audience. For example, obtrusive expandable banners could frustrate a websites' users, which in turn could drive down traffic. The ad sales networks listed here exist to help you manage the delicate balance between the needs of the media owner, advertiser and consumer.

### OTP Media

Hannah Bradley  
info@otpmedia.com  
01295 701 820  
www.otpmedia.com



OTPMedia is a dynamic online ad agency proactively working on behalf of its growing number of select publishers. We work closely with agencies, advertisers and publishers to best identify, place and optimise banner advertising, sponsorships, advertorials and tenancies. Our publishers have experienced significant and consistent growth in revenue and our advertisers see improved returns on their campaigns

### 24/7 Real Media

sigrid.koch@247realmedia.com  
020 7563 3800  
www.247realmedia.co.uk

### Adrevenue

sales@adrevenue.co.uk  
0870 890 9915

### Adknowlege

mjohnson@adknowledge.com  
020 7212 9030  
www.adknowledge.com

### Unanimis

rsharp@vcmedia.co.uk  
0208 785 5847

### Adlink

jherbert@adlink.net  
020 7400 9250

### Advertising.com

Sales@uk.advertising.com  
020 7092 2000

### Blue Lithium

salesuk@bluelithium.com  
020 7404 0077

### VCMedia

rsharp@vcmedia.co.uk  
020 8785 5847

### Ad Precision Ltd.

alasdair.cross@adprecision.net  
016 1209 3833

### Advertisingsales.co.uk

andrew@advertisingsales.co.uk  
020 7770 6283

### Dealgroupmedia UK

chris.russell-smith@dgm-uk.com  
020 7943 4200

### AdPepper

bosullivan@adpepper.com  
020 7269 1200

### Adviva Media Ltd

fmckinnon@adviva.com  
020 7386 4570

### Monetise Ltd

jon.walsh@monetise.com  
020 7292 1267

## Digital Consultants

Digital consultants work with clients and agencies to help achieve their business goals through a combination of raining and operational changes. Often companies need guidance developing their digital services but need to do so without considerable investment. Through a consultant, clients have access to deeper levels of expertise than would be feasible for them to retain in-house, and to purchase only as much service from the outside consultant as desired. Consultants work to 'embed' themselves in a business on a part-time basis providing an outside perspective on how to achieve business goals through alterations to internal structure and external strategy. Alongside training and education sessions, this can include strategy definition, supplier procurement and project management

### Otilo

lorifaye@gmail.com  
www.otilo.com  
07765 235 501

Otilo strives to simplify the digital marketplace and help you achieve your digital and revenue goals creatively and cost-effectively. Otilo resources include experts in all aspects of web and mobile (design, development and marketing). We facilitate web and mobile strategies, identify appropriate expert resources and provide project management oversight.



## Content Management

Attracting users to your site is certainly a challenge, but trying to keep them there can be just as trying. Keeping your site fresh with regularly updated content, while using a flexible structure to incorporate emerging technology is vital to ensure your digital business prospers in the long term. A content management system (CMS) refers to a software system that lets publishers organise, automate and update their digital content, be it on a website, interactive TV destination or mobile portal. For websites, content management systems help publishers update content, such as text, images or coding, either automatically or manually. They can also manage transactions, such as credit card payments on ecommerce sites. CMS software is available in both open-source (available to all) or proprietary (restricted use) solutions. An open-source CMS is usually available on a CD or downloadable via the Internet, and is installed and configured on your network's server. However, some CMS solutions are provided via an application service provider (ASP) which is hosted externally or installed under licence onto your server. The CMS provides the backbone on which your site will operate and evolve, so selecting the right system can play a crucial part in achieving long term goals. While offering an intuitive and easy to use way of updating your site is initially important in keeping your site 'sticky' with users coming back for more, a good CMS will also help you 'future proof' your site to incorporate new technology over time. The vendors listed here provide a range of CMS solutions for a range of business needs.

### atwww Digital

Adrain.wilcox@atwww.com  
020 7747 8677

### Box UK

info@boxuk.com  
0870 707 0031

### Convera

Ablack@convera.com  
01344 781 800

### Glass Partnership LTD

ben.hart@glasspartnership.co.uk  
0870 872 2400

### Baigent

enquiries@baigent.net  
0870 900 0019

### Clock Ltd

enquires@clock.co.uk  
01923 261166

### cScape Strategic Internet Services

t.clifford@cscope.com  
020 7689 8800

### Immediate future

info@immediatefuture.co.uk  
0845 408 2031

### Blue London

rsimmonds@bluelondon.com  
020 7520 2600

### Coast Digital

info@coastdigital.co.uk  
0870 460 9344

### Exstream Software UK Limited

info@exstream.com  
01344 742 852

### NetRank Ltd

talktous@netrank.co.uk  
01392 411 299

**Nomensa**  
contact@nomensa.com  
0117 929 7333

**Sequence**  
enquiry@sequence.co.uk  
0292 025 2555

**YUDU Media**  
Les.Conge@yudu.com  
0870 760 9258  
www.yudu.com

**Piczonc**  
cseth@piczonc.com  
020 7183 09895

**Torchbox Ltd**  
enquiries@torchbox.com  
01608 811870

### Content Production

With all the technological advances in the digital industry, it's worth remembering that sometimes the most effective means of communication are the simplest. A poorly worded site can confuse and frustrate potential customers, while good copy placed in the right part of a site can go a long way to helping secure a sale or desired transaction with a visitor. Content production firms exist to help websites get the most out of their sites content, both in terms of wording and layout, including hyperlinks and buttons on a Web page. Most content production firms work with media owners to help them optimise their content strategy. This will revolve around the key texts within a homepage to content found deeper in the site and on transactional pages. Good, regularly updated content will help make sites more 'sticky' by keeping a users' interest while encouraging return visits and custom.

### Netimperative

info@netimperative.com  
020 8533 7230  
www.netimperative.com

Netimperative is a leading UK online publishing company, which provides a range of information, research and event services for digital businesses, Netimperative also provide copy writing & content production services for websites, so if you need your site rewritten, a white paper or case study talk to us.



**Adams Creative**  
team@adamscreative.co.uk  
01622 687729

**Convera**  
Ablack@convera.com  
01344 781 800

**Piczo, Inc**  
cseth@piczoinc.com  
020 7183 0895

**CDA**  
info@webwordsworking.co.uk  
020 8948 4562  
www.webwordsworking.co.uk

**Immediate future**  
info@immediatefuture.co.uk  
0845 408 2031

### Digital/Advertising Agencies

The digital age has revolutionised the concept of advertising, offering a raft of new ways to connect businesses with potential customers, who in turn can interact with advertising in a variety of new ways. The Internet has given rise to search and email ads, virals and contextual ads, along with numerous types of display ads including Popups, Flash ads, overlays, and banners. Meanwhile, interactive TV services have resulted in 'red button' commercials, and mobile ads are becoming more and more sophisticated. There are numerous ad agencies of varying sizes in the UK, with some offering specialist digital services and some offering services across several mediums simultaneously. While some companies prefer to create ads themselves (referred to as 'in-house'), the independent nature of ad agencies means they can provide a valuable 'outside view' of how to sell the client's product or service. Advertising agencies manage the creating, planning and handling of advertising for a client. Some agencies can also handle overall marketing, branding and promotion strategies for clients. You can hire an agency to produce a single ad, but they are more commonly taken on to produce a series of ads in an ongoing campaign. When dealing with the agencies, the two key divisions you will be dealing with are the creative and account departments. The creative department consists of copywriting and art teams assembled to generate creative ideas and design for the ads. Meanwhile, the account department finds business for the ad agency, working directly with clients and potential clients to determine what they need.

### Coast Digital

info@coastdigital.co.uk  
0870 460 9344  
www.coastdigital.co.uk

Coast Digital is an award-winning, independent digital marketing agency. Established in 2002, our services encompass consultancy, web design/build, and digital marketing including: pay per click; search engine optimisation; affiliate; email; online PR; and display advertising. Our focus is on creating measurable marketing solutions that deliver an outstanding return on investment



### Harvest Digital

William Corke  
info@harvestdigital.com  
020 7479 7500  
www.harvestdigital.com

Harvest Digital is a full-service online marketing agency specialising in media planning and buying, search marketing, and online marketing creative. Formed in 2001, the company is privately owned by staff. Based in Soho, clients include Tesco Personal Finance, Auto Trader, Tesco, 3M, Tiscali, Shelter



**Agency Republic**  
chat@agencyrepublic.com  
020 79420000

**Blowfish Digital**  
farhad@blowfishdigital.com  
020 7566 5040

**Glass Partnership LTD**  
ben.hart@glasspartnership.co.uk  
0870 872 2400

**Latitude Group**  
enquiries@latitudegroup.com  
020 7952 8000

**BBH**  
louise.henry@bbh.co.uk  
020 7734 1677

**Chocolate Communications I-level**  
Jill@chocolatecom.co.uk  
020 8322 1922

**mark.creighton@i-level.com**  
020 7399 7100

**NetBooster**  
nb@netbooster.co.uk  
020 7190 1640

**Beechwood**  
John.wood@beechwood.com  
020 7439 4142

**Firedog Design Ltd.**  
fraser@firedog-design.co.uk  
0207 739 1112

**Imagination**  
lisa.mesztig@imagination.com  
020 7323 3300

**Rocketseed (UK) Ltd**  
phil.williams@rocketseed.com  
0870 890 2221

**Rocketseed (UK) Ltd**  
phil.williams@rocketseed.com  
0870 890 2221  
http://www.rocketseed.com

**Swordfish**  
mark@swordfish.co.uk  
0845 644 8330

**T-Viral**  
casper.moller@t-viral.com  
020 7231 1320

**Skyron**  
yannis@skyron.co.uk  
020 7928 1490

**TBG London**  
simon.spaul@tbglondon.com  
020 7428 6650

**Unique Digital**  
simonb@unique-digital.co.uk  
020 7354 6559

**STEEL**  
andy.hinder@steel-london.co.uk  
020 8871 2656

**Tonic**  
Mark@tonic.co.uk  
020 7033 2888  
www.tonic.co.uk

### Direct Marketing/ List Buying/ Telemarketing

Direct marketing refers to marketing messages that are sent directly to the consumer, negating the need to use another media as a 'middleman' to reach its audience. While email marketing can be an effective form of direct marketing, on a larger scale the practice includes 'offline' methods including the mail and telephone. Using offline direct marketing can add a more personal and physical touch to marketing messages as opposed to email, although it can be more time-consuming and expensive. Many marketers are attracted to direct marketing as it is extremely accountable, prompting a direct response from the consumer which can be measured to track return on investment. However, the practice has come under fire for generating unwanted solicitations, or 'junk mail'. Sending messages by a mailshot is the most commonly used form of direct marketing, and provides marketers with a number of format options. Items sent via direct mail can include just about anything that you can post, with the most popular formats including catalogues, letters, vouchers and sample merchandise. Meanwhile, telemarketing services let marketers contact the customer via the telephone. This can work both ways, with the seller contacting the consumer, or promotions encouraging consumers to phone a dedicated call centre. The key to successful direct marketing campaigns relies on targeting the people most likely to respond, and this requires the right leads. List Buying companies exist to provide companies with the contact details for targeted consumers, which can be sorted by a number of demographic criteria. Many firms also provide services to help clients set up and distribute direct mail campaigns. There are a number of companies listed here that provide direct marketing services designed to help you increase business and acquire new customers.

**BHP Data LTD**  
sales@bph-data.co.uk  
01276 689600

**Rocketseed (UK) Ltd**  
phil.williams@rocketseed.com  
0870 890 2221

**Cogs Agency**  
chris@cogsagency.com  
0845 226 6030

**Epsilon International**  
enquiries@epsilon.com  
020 8834 1011

**Bureau van dijk Electronic Publishing**  
uk@bvdep.com  
020 7549 5000

**Cloud Ten**  
enquires@cloud-ten.co.uk  
0845 458 0174

**Connection2 Ltd**  
info@connection2.com  
0118 923 2700

**Exstream Software UK Limited**  
info@exstream.com  
01344 742 852

**MAVCast**  
Richard.mostyn-jones@mavcast.com  
0113 258 6444

### Email Marketing

Email marketing is a digital offshoot of direct marketing, and as a result has much the same advantages and disadvantages. Done right, it's a highly effective, fast and cost efficient way of advertising and building customer relationships. Done wrong, it can be a time consuming way of reaching an unresponsive or hostile audience. The 'push' nature of the practice means that marketers often employ email marketing to either encourage customer loyalty, garner new customers or to sell products and services. Compared with the likes of display or search advertising, email marketing is extremely cheap. What's more, while other forms of advertising can take several days to reach their intended audience, sending an email is instant. The medium is also highly accountable, letting advertisers track bounce backs, responses and click throughs with relative ease. Despite these advantages, email marketing has been hobbled by its association with its illegitimate relation, spam. Some recipients can find it hard to distinguish between legitimate and spam email marketing, as many spammers pose as legitimate operators. Spam is banned by nearly all ISPs and is an ongoing subject of laws and regulations aimed at curbing the practice. The rise of spam has subsequently led to the increasing employment of spam filters and filtering technology, which can sometimes block legitimate mail. However, email marketing remains an effective tool for marketers, and the UK sector is continuing to prosper despite these setbacks. The sector is becoming revitalised by increased targeting and personalised delivery technology, along with more experienced branding and copywriting skills. The following listings provide a wide selection of email marketing firms, which provide a variety of solutions to help you get the best out of email marketing.

**Newsweaver**  
sales@newsweaver.co.uk  
0800 904 7955  
www.newsweaver.co.uk



Newsweaver is Europe's leading email newsletter specialist with clients ranging from large multinationals, government agencies and charities to associations and SMEs. At Newsweaver we provide businesses with the email software tools to create email marketing campaigns that work - from the initial newsletter design to tracking readers' behaviour.

**Rocketseed (UK) Ltd**  
phil.williams@rocketseed.com  
0870 890 2221  
http://www.rocketseed.com



Rocketseed is a unique email marketing solution that uses one to one business emails sent externally by staff as a powerful sales and marketing tool. Our solution embeds targeted banners, which can be changed and segmented as necessary and provides powerful real time analytics for incorporation into CRM systems.

**Silverpop**

mweston@silverpop.com  
020 7288 6343  
www.silverpop.com



Silverpop, the leading provider of permission-based email marketing solutions, strategy and services, publishes a wide range of white papers and studies. Our latest, "Web 2.0 Email Marketing", shows how to make full use of rich recipient data for strong customer engagement, with 5 steps that lead to customer-centric campaigns delivering unrivalled results.

**50connect**

jellisa@50connect.com  
01753 850 606

**Communicator Corp**

info@communicatorcorp.com  
0870 286 1520

**digitaltmw**

rtaylor@tmw.co.uk  
020 7349 6993

**RedEye**

support@redeye.com  
0845 094 1114

**Acceleration**

tsteyn@acceleration.biz  
0721 487 1587

**Blue London**

rsimmonds@bluelondon.com  
020 7520 2600

**DotMailer**

info@dotmailer.co.uk  
08435 337 9170

**Steel**

Andy Hinder  
michelle.saynor@steel-london.co.uk  
020 8871 2656

**Adlink**

jherbert@adlink.net  
020 7400 9250

**Charity Technology Trust**

enquiries@ctt.org  
0845 456 1823

**Glass Partnership LTD**

ben.hart@glasspartnership.c  
o.uk  
0870 872 2400

**Weboptimiser**

john@webotimiser.com  
020 7953 7053

**Adestra Ltd**

sales@adestra.com  
01865 242425

**Connection2 Ltd**

info@connection2.com  
0118 923 2700

**Line digital**

hello@line.uk.com  
01315 585470

**YUDU Media**

Les.Conge@yudu.com  
0870 760 9258

**Alchemy Worx**

dela@alchemyworx.com  
0870 908 8803

**Cheetahmail**

spoh@cheetahmail.com  
01932 268 745

**Lyris**

andrew@lyris.co.uk  
020 7739 9000  
www.lyris.co.uk

**AXLR8**

info@axlr8.com  
01344 776500

**Coast Digital**

info@coastdigital.co.uk  
0870 460 9344

**NetBooster**

nb@netbooster.co.uk  
020 7190 1640

**Adknowledge**

mjohnson@adknowledge.com  
020 7212 9030  
www.adknowledge.com

**Cogs Agency**

chris@cogsagency.com  
0845 226 6030

**Gaming**

Online gaming has been one of the major dotcom success stories of recent years, fuelled by faster broadband speeds and emerging technology. Online gaming broadly falls into two sectors, arcade-style games (such as sports simulations, puzzle games, role playing games) and gambling-style games (such as casinos, bookmakers and lottery-style games). Both sectors have proved hugely successful, with ad-funded gaming sites, massively multiplayer online role-playing games (MMORPGs) and large online gambling networks, all attracting legions of users worldwide. Listed below are numerous companies that can provide the technology and expertise to help you tap into this rapidly growing market

**St. Minver**

uksales@stminverltd.com  
020 7182 7900

**Industry Bodies**

As the digital industry comes of age, an increasing number of trade bodies are cropping up to help represent and define different sectors in the industry. Trade bodies aim to represent specific sectors to the outside world and provide a forum for the exchange of experiences and ideas. They do this through promoting dialogue inside and outside the industry as well as through PR, advertising, political lobbying, research, standardisation and education. Other services offered can include conferences, networking, charitable events and offering classes or educational materials. Trade bodies are often founded and funded by corporations that operate within the sector. Many bodies are non-profit organisations governed by bylaws and directed by officers who are also members.

**ABCe**

info@abce.org.uk  
01442 870800

**AOP**

ron.nussey@ukaop.org.uk  
020 7404 4166

**British Interactive  
Multimedia Association**

info@bima.co.uk  
01277 658107

**TRC**

liz.howells@trcmedia.org  
0141 568 7113

## ISPs/ Hosting

Internet service providers (ISPs) and Web hosting companies help firms build a solid foundation for their new media operations. ISPs offer consumers and businesses access to the Internet via dial-up connection or high-speed 'always on' broadband connections. The broadband market has become increasingly competitive in recent years, with ISPs offering faster speeds, unlimited download capacity and cheaper prices, to attract customers. The term broadband can refer to ISDN, Cable Modem, DSL, Satellite, Ethernet, or Broadband Wireless connections. The speed transfer of Internet data varies from service to service, both in terms of downstream (for viewing and downloading content online) and upstream (for uploading content to the Web) rates. Many companies offer business standard Internet access packages tailored to handle multiple office connections, and can offer higher upload speeds to let businesses update their websites faster. Web hosting companies provide online systems for storing Internet information. These services work by the hosting companies selling space on a server they own for use by their clients. The services on offer can vary from company to company. The most basic form of Web hosting is file hosting, offering a service where clients can upload files, including Web Pages, to the Internet via a user interface. However, most professional websites use more advanced forms of Web Hosting. Most hosting firms offer database support and application development platforms letting the customers write or install scripts for applications like forums, ecommerce transactions and content management systems. Some hosts also provide a Web interface to let clients manage the Web server themselves. Most hosting companies also provide extra services, such as Internet connections, 24/7 support and personalised assistance.

**B 1st uk**  
enquiries@business1st.uk.com  
0870 757 4141

**Coast Digital**  
info@coastdigital.co.uk  
0870 460 9344

**Convera**  
Ablack@convera.com  
01344 781 800

## iTV/IDTV

The rise of digital services has seen TV transform from a passive one-way medium into a highly interactive media hub, connecting viewers with the action via the red button, as well as via the Internet and mobile phone. Interactive television is often used as a catch-all term to describe the number of ways viewers can interact with video content. Most major UK broadcasters have established services on iTV platforms, where viewers can either receive extra information from the broadcaster, (such as alternative camera angles or bonus content) or send information to the broadcaster via telephone, SMS, MMS or via the 'red button' on their remote. As the nascent technology of iTV becomes more sophisticated and the costs involved decline, brands and advertising agencies are beginning to get more creative with their use of the new channel. TV remains the dominant media, both in terms of consumer use and adspend, so iTV advertisers have a great opportunity to increase brand awareness across a mass market sector, while regional broadcasts and programming schedules let them target specific markets defined by location, time of day and audience interest. Unlike 'static' traditional commercials, advertisers can also measure the success of iTV campaigns with relative ease, by monitoring the response rates of viewers 'pressing red', allowing them to optimise their ROI. It also provides another channel to capture customer data, letting viewers who express an interest in an ad to leave contact details to find out more. Conversely, with the rise of broadband, websites are increasingly able to mimic the services on TV, with broadcasters, ISPs, portals and specialist sites beginning to offer both premium and free TV content via the Internet. The advent of 3G technology has also seen mobile operators and technology firms expand into the TV arena alongside digital TV. Internet Protocol TV (IPTV) is also opening up new channels to advertisers as more telecoms and cable firms enter the fray. This service is often provided in conjunction with Video on Demand and Internet features. IPTV essentially lets each viewer watch individual broadcasts, letting them pause, rewind and fast forward content. Listed here are a number of businesses that specialise in iTV services across a variety of platforms.

**4DC**  
marcel.galvin@markettiers4dc.com  
020 7253 8888

**Coull**  
Scott.macky@coull.com  
0117 373 0470

**New Media Law**  
paul.hosford@nwemedialaw.biz  
020 7758 1480

**BT Agilemedia**  
info@agile-media.co.uk  
0800 731 3050

**Glass Partnership LTD**  
ben.hart@glasspartnership.co.uk  
0870 872 2400

**ROO Media Europe Ltd**  
tony.martin@roo.com  
020 7255 8002

## Lead Generation

The practice of lead generation involves the matching of target consumers with corporations, in a bid to boost efficiency and sales. Lead generation services usually work by contacting potential customers on behalf of corporations, gaining a commission on the leads they generate, on either a pay-per-lead and/or a pay-per-sales basis. Typical methods of contacting customers can take the form of advertising, networking at industry events and trade shows and through public relations activity. Each of these involves two primary rendezvous strategies: broadcast and concentration. Broadcast refers to activities such as advertising, where lead generators communicate to a broad set of candidates with the expectation of a statistical response back to the marketer. Concentration involves identifying and creating situations that concentrate well-matched candidates into a broadcast-effective set, such as via trade shows and events. Listed below are a number of companies offering lead generation services that can help you implement a cost effective method of acquiring new distributors and customers.

**Convera**  
Ablack@convera.com  
01344 781 800

**Immediate future**  
info@immediatefuture.co.uk  
0845 408 2031

**Rocketseed (UK) Ltd**  
phil.williams@rocketseed.com  
0870 890 2221

**DBD Media**  
Karen@dbdmedia.co.uk  
020 7240 0100

**Latitude Group**  
enquiries@latitudegroup.com  
020 7952 8000

**Weboptimiser**  
john@webotimiser.com  
020 7953 7053

**Goallover**  
robin@goallover.com  
020 7830 0130

## Media & Site Owners

In the digital industry, media owners could be defined as any owner of a destination site that produces content, but it is often used in a more specific sense to refer to large scale destination sites and portals that generate high volumes of traffic and offer advertising or marketing opportunities. Online media owners can be either 'pure play' digital firms or part of a larger cross media conglomerate. Media owners provide content and community for a targeted market, defined across a range of demographic criteria. Because media owners offer a 'ready-made' target audience, they can be ideal vehicles for advertisers in terms of either partnerships or ad campaigns. A good working knowledge of the top Internet destinations for your target sector is vital to help secure a good return on investment from any partnership or ad campaign. Correctly predicting which sites, and, more importantly, which sections of these sites, is likely to garner more interest in your ads and partnerships can be the make or break of a campaign. Listed here are a number of key media owners spanning a variety of sectors. Each one presents a unique set of advertising or partnership opportunities to help you expand your firm's digital presence.

### Sportingo

matt@sportingo.com  
0791 261 5750  
www.sportingo.com



Sportingo.com is the largest global platform for sports fans looking to express their opinion and set their own agenda in the world of sport. Placing the fan at the heart of the experience, Sportingo provides a unique opportunity for writers to submit articles which are professionally edited and posted online.

### 50connect

jellisa@50connect.com  
01753 850 606

### Convera

Ablack@convera.com  
01344 781 800

### Daden Limited

david.burden@daden.co.uk  
0121 698 8520

### FT.com

james.mann@FT.com  
020 7873 4079

### hellomagazine.com

dwitcomb@hellomagazine.com  
020 7667 8700

### Monetise Ltd

jon.walsh@monetise.com  
0207 292 1267

### Multimap

barry@multimap.com  
020 7632 7000

### New Media Law

paul.hosford@nwemedialaw.biz  
020 7758 1480

### Piczo, Inc

cseth@piczoinc.com  
020 7183 0895  
www.piczo.com

### Pricerunner

020 8785 5863  
ulrica.lundqvist@pricerunner.com  
020 8785 5863

### The Friday Pint

lee@thefridaypint.com  
07984 133 008

### Yell.com

emma.jeffs@yellgroup.com  
0118 950 6471

## Mobile Marketing

The mobile phone is fast becoming a primary means of communication, not only for voice but also for digital services, such as email, video, music and photos. As mobile technology becomes increasingly sophisticated, with the growth of third generation (3G) services enabling a much faster transfer of wireless data, mobile marketing is beginning to live up to its potential. Subsequently, the practice of mobile marketing has expanded beyond simple SMS promotions and ringtones to incorporate 3G video, viral campaigns, music downloads, bluetooth transfers and even redeemable high street vouchers. Mobile Marketing is now used by marketers in every sector, targeting audiences of all ages, reflecting the wide penetration and use of the medium that now prevails. Increasingly, mobile marketing is moving away from being a supplemental channel to leverage traditional campaigns, to become a stand-alone medium to reach consumers, especially the lucrative youth market. Listed below is a selection of mobile marketing firms that offer ranges of services that will help you capitalise on this fast growing medium.

### Adsmart Mobile

Naomi.lennon@advenue.co.uk  
0845 888 8136

### Chroma

info@chromaagency.com  
0870 978 0126

### Glass Partnership LTD

ben.hart@glasspartnership.co.uk  
0870 872 2400

### Neutralize

bizdev@neutralize.com  
0870 063 0707

### Adestra

sales@adestra.com  
01865 242425

### Communicator Corp

info@communicatorcorp.com  
0870 286 1520

### Jump Tap Inc

info@jumptap.com  
0617 301 4550

### Adtech

kit@adtech.org.uk  
0203 008 8693

### Connection2 Ltd

info@connection2.com  
0118 923 2700

### MAVCast

Richard.mostyn-jones@mavcast.com  
0113 258 6444

## PR Agencies

Public relations refers to building relationships between an organisation and its target audiences, in a bid to create awareness and project a positive image of the brand. There are numerous public relations agencies available, which work by liaising with clients to determine the desired message and target audience, and then delivering this information to the media or directly to the public. PR is most often associated with a brand's relationship with the press, be it TV, radio, print or online, aiming to use these 'opinion formers' to effect widespread opinion and behaviour changes. News outlets are typically regarded as an objective source of information compared with adverts, so appearing favourably in an editorial piece is likely to be perceived with more credence by the public. Managed right, PR can therefore be a cost effective and far reaching form of marketing. PR campaigns can use a range of formats, such as press releases, special events or news conferences to promote a brand or product. Press releases are a fundamental tool of public relations, and are usually sent in text form via the post or emails. While releases are most frequently sent to news organisations, they can also be posted directly to an online news portal, which in turn can appear in search listings to be viewed unaltered by the public. Listed below are a number of PR firms which to help build and maintain relationships between your brand and its target audience.

### Immediate future

info@immediatefuture.co.uk  
0845 408 2031  
www.immediatefuture.co.uk

We understand your market, your customers, your competition and recognise your potential. Living and breathing PR with energy and passion, we connect with journalists, bloggers and industry influencers to ensure your messages shout loudest: delivering measurable impact firmly aligned with business goals.

**immediate future.**  
Redefining PR

### Apco Online

dking@apcoworldwide.com  
020 7526 3600  
www.apcoworldwide.com

### Continental Research

Dave.chilvers@continentalresearch.com  
020 7490 5944

### Kdd PR

Karen Durham-diggins  
kdd@easynet.co.uk  
020 8989 2541

### Swordfish

Mark@swordfish.co.uk  
0845 44 8330

### Berkeley PR

enquiries@berkeleypr.co.uk  
0118 988 2992

### Elemental

mediacentre@elementalcomms.co.uk  
0870 745 9292

### Rare Communications

info@rarecommunications.co.uk  
020 7284 5911

### Way to Blue

charlotte@waytoblue.com  
0207 749 8444

### Bite PR

moreUK@bitepr.com  
020 8741 1123

### Fleishman Hilliard Digital

ben.mason@fleishmaneuropa.com  
0207 306 9000  
www.fleishman.com

### Rocketseed (UK) Ltd

phil.williams@rocketseed.com  
0870 890 2221

### Chocolate Communications

Jill@chocolatecom.co.uk  
020 8322 1922  
www.chocolatecom.co.uk

### Professional Services

The term 'professional services' refers to infrequent, technical, or unique functions performed by independent contractors or consultants. Examples of professional services contracts could include: accountants, appraisers, consultants, attorneys, law firms and real estate brokers. The selection of an independent contractor providing professional services is usually based on skill, knowledge, reputation, ethics, and creativity. Because of the unique nature of the task required, price for services may be a secondary factor in the selection.

### Fox Williams (solicitors) LLP

Kstone@foxwilliams.com  
020 7614 2596

### Recruitment

Despite its growing influence, work in the digital industry can still be regarded as something of an emerging sector, with less academic qualifications and vocational skills available than more traditional media. This means that finding the right people to make up your team can be hard, time-consuming work, but there are a number of recruitment agencies that can help you in this task. Recruitment agencies work by matching up employers with appropriately-skilled employees, and there are several that now specialise in the digital sector. Agencies often maintain files of individuals suitable for each sector and match them with potential employers. Other agencies can also search out or 'headhunt' prospective staff meeting specific requirements beyond those who are already known to the agency. Employment agencies can receive a commission after the hire or get paid a one-off fee from the employer. The following listings provide a range of online recruitment services and recruitment agencies that can help you develop a recruitment strategy based on the latest trends, or search for suitable candidates on your behalf.

### Propel London

melina@propellondon.com  
020 7440 1000

Propel London are recruiters from digital, recruiting for digital. Propel London are the immediate choice for anyone serious about developing their business or career. Our team of experienced, passionate professionals ensure our reputation for excellence in delivery remains unrivalled. So, if you want to talk to the ideal people for the Digital space, contact Propel London today.



**Aquent**  
shutson@aquent.com  
020 7404 0077

**Ball and Hoolahan**  
info@ballandhoolahan.co.uk  
020 7323 4041

**Blue Skies London**  
MandyT@blueskiescareers.co.uk  
020 8241 9070

**Coull**  
Scott.macky@coull.com  
0117 373 0470

**Crush Communications**  
Vanessa Neal  
0161 832 2700

**cScape Strategic Internet Services**  
t.clifford@cscope.com  
020 7689 8800

**Cogs Agency**  
Chris Frost  
chris@cogsagency.com  
0845 226 6030

**Direct Recruitment**  
cv@direct-recruitment.co.uk  
020 7287 1171

**Rocketseed (UK) Ltd**  
phil.williams@rocketseed.com  
0870 890 2221

**Spectrum**  
cathy.kay@spectrum-ehcs.com  
020 7659 0435

**The Friday Pint**  
lee@thefridaypint.com  
07984 133 008

**Xchangeteam**  
info@xchangeteam.com  
020 7025 4400

## Research

To stay ahead of competitors, you need to be prepared for future opportunities and setbacks. However, being able to accurately predict future market trends is not a simple task, as the process requires a vast amount of time and resources. Fortunately, there are numerous research companies providing data on the digital industry, on both a macro and micro level. Research companies produce sector reports for you to buy, or you can opt to commission an independent research firm to provide specific data for you. As exit polls of elections often show, research is rarely 100% accurate, so it is worth checking what types of methodology each firm uses and assumptions they make before choosing the most suitable one for your project. Research companies can collect data in a variety of ways, such as qualitative data from a panel group of interviewees, or quantitative data based on Web users IP addresses or anonymous user data from ISPs or panels. Research subjects can include market share analysis, consumer behaviour or extrapolating future market trends as well as more specific topics to your own needs. Being able to benchmark your performance against competitors is an invaluable tool, and there are numerous companies that can provide you with an overview of a sector to put your company into context with the rest of the market. This type of research can also help identify the best partners for marketing campaigns and sponsorships. Other research firms specialise in monitoring customer behaviour, using both empirical and qualitative methods, which can help you know your audience better, as well as identify untapped markets. There are a variety of firms listed here that specialise in a number of different areas and research methods, to cater for a variety of data gathering projects.

### SKOPOS digital insight

Darren Noyce  
020 7953 8359  
ask@SKOPOS.info  
www.skopos.info

Insight and Innovation are the core of SKOPOS difference offering groundbreaking research techniques that our clients desire to optimise their offerings and competitive edge. Our services include online & offline survey methods including new I-groups & I-forums; Quantitative surveys & panels, Bespoke Customer panels & Communities

**SKOPOS**  
insight; innovation

### Netimperative

info@netimperative.com  
020 8533 7230  
www.netimperative.com

Netimperative is a leading UK online publishing company, which provides a range of information, research and event services for digital businesses, Netimperative also provide copywriting & content production services for websites, so if you need your site rewritten, a white paper or a case study talk to us.

**netimperative**

**AAR Group**  
jblackburn@aargroup.co.uk  
020 7612 1200

**Billits**  
mpma@mpma.us  
020 7321 40000

**CTN Communications Ltd**  
info@ctn.co.uk  
020 7395 4460

**TRC**  
liz.howells@trcmedia.org  
0141 568 7113

**Aqute Reaserch**  
dcoombs@aqute.com  
020 7849 1634

**Cambridge Software Publishing**  
rdear@camsp.com  
01223 425558

**Continental Research**  
Dave.chilvers@continentalresearch.com  
020 7490 5944

**User Vision**  
info@uservision.co.uk  
0131 225 0850

**B3 products**  
andrea.catt@b3products.co.uk  
020 7535 1087

**Ciao**  
media.uk@ciao-group.com  
020 7395 1240

**Nomensa**  
contact@nomensa.com  
0117 929 7333

**Web Usability Partnership Ltd.**  
peter@wupltd.co.uk  
01249 444757

**Simply Usability**  
info@simplyusability.com  
01133 508155

## Rich Media/ Streaming

In its broadest sense, rich media refers to any digital media that exhibits a dynamic motion, be it through video, audio or the scrolling text of a news ticker. As digital media evolves and broadband take up increases, rich media is becoming more and more ubiquitous. From streaming TV shows and online music stores to mobile TV and video search engines. Unsurprisingly, marketers have been keen to employ rich media in advertising campaigns for the added 'wow' factor that, say, a streaming video can generate as opposed to a static banner ad. Rich media can be downloadable or may be embedded in a webpage. If downloadable, it can be viewed or used offline with media players. However, rich media also presents a number of accessibility challenges, particularly for users on dial-up Internet connections or disabled users, causing site slowdown and ultimately frustrating users. Rich media also presents certain security issues, as barriers need to be implemented to protect the copyright of the content, and the practice can be more expensive and complex to implement across cross-publisher media buys. Despite the pitfalls, using rich media can be justified by high impact and better returns than more static forms of advertising. As with other ad formats, the real key to rich media ads is what you do with it. Originality and creativity are the most effective way of getting a consumer's attention, and there are numerous firms ready to help you achieve this.

<b>Akamai</b> contact-europe@akamai.com 01784 22 5400	<b>Design Dock</b> info@designdock.com 0845 363 0424	<b>Dynamic Web Sites Ltd</b> Mail@dynamicwebsites.co.uk 0845 166 2239	<b>Rocketseed (UK) Ltd</b> phil.williams@rocketseed.com 0870 890 2221
<b>B3 products</b> andrea.catt@b3products.co.uk 020 7535 1087	<b>DAMMIT Ltd</b> info@dammit.co.uk 020 8361 7769	<b>Exchangeteam</b> info@exchangeteam.com 020 7025 4400	<b>ROO Media Europe Ltd</b> tony.martin@roo.com 020 7255 8002
<b>Bold Endeavours</b> info@boldendeavours.com 01784 460064	<b>Davrus Technology Ltd.</b> enquires@davrus.co.uk 0114-288-7786	<b>Ioko</b> info@ioko.com 01904 438000	<b>Rufus Leonard</b> Julie.randall@rufusleonard.com 020 7404 4490 www.rufusleonard.com
<b>Coull</b> Scott.macky@coull.com 0117 373 0470	<b>DoubleClick</b> ukinfo@doubleclick.com 020 3219 1600	<b>MultiStream</b> enquiry@multistream.co.uk 0845 234 1515	<b>Weboptimiser</b> john@webotimiser.com 020 7953 7053

## Search Technology

The ability to search for specific subjects online has always been a great time saving tool for users, media owners and advertisers alike. The practice has become so ubiquitous that users often expect a search function as navigation standard for all websites. Failing to include a search feature on a website can be a major detriment in terms of retaining visitors, especially if your site includes a large archive of material. However, integrating a search engine within a website can be a complex task, and many companies opt to outsource the work to search or match technology firms. Internal search engines, often referred to as enterprise search, allow users to search across all public-facing web pages within a site based on keywords. Web publishers are increasingly enhancing their own internal search functions in a bid to entice users away from external search engines, to increase traffic and customer loyalty. Having a good quality search engine also saves time and resources by encouraging users to become more self-sufficient. Along with enterprise search, some search technology firms offer guided navigation solutions, such as drop down menus on the home page to help users hone in on their desired subject. There are a number of search technology firms listed here that provide a range of integrated search features to help you improve site navigation and enhance customer experience.

### Convera

Andy Black  
Ablack@convera.com  
01344 781 800  
www.convera.com



Convera is the leading provider of search as an outsourced service for specialist publishers. Convera site search, vertical search and lead generation applications combine publisher proprietary content with editorially vetted best of the web for professional audiences, providing an authoritative and comprehensive search experience that drives traffic and additional online revenue.

<b>Ad Precision Ltd</b> alasdair.cross@adprecision.net 0161 209 3833	<b>Chrysalis New Media</b> enquiries@chrysalis.com 020 7465 6073 / 07775 533259	<b>Jump Tap Inc</b> info@jumptap.com 0617 301 4550	<b>Omniture</b> jmarlow@omniture.com 020 7380 4400
<b>APR Smartlogik</b> 01223 271 000	<b>Ciao</b> media.uk@ciao-group.com 020 7395 1240	<b>Latitude Group</b> enquiries@latitudegroup.com 020 7952 8000	<b>Search123</b> pbolah@search123.com 020 8785 5899
<b>Autonomy</b> autonomy@autonomy.com 01223 448000	<b>DoubleClick</b> ukinfo@doubleclick.com 020 3219 1600	<b>Maxsi</b> john.harrison@maxsi.com 0845 644 6747	<b>Yell Ltd</b> emma.jeffs@yellgroup.com 0118 950 6471
<b>Buy.at</b> enquiries@buy.at 0191 241 6500	<b>Efficient Frontier</b> sales-europe@efrontier 020 7812 7320	<b>NetRank Ltd</b> talktous@netrank.co.uk 01392 411 299	

## SEM (Paid Search)

According to the Office of National Statistics, search is the most popular activity on the Internet bar email, and search engines are often the first port of call for Internet users. Unsurprisingly, this means many companies see search advertising as the most effective way to reach potential customers online. The concept of a search engine is an advertisers' dream. A global audience of billions conveniently stating what they want, and looking for companies and organisations to fulfill these desires. Search advertising therefore gives companies a unique way of connecting with customers who are searching for what they sell. Paid-for search (also called sponsored search) broadly refers to the practice of advertisers paying search engines to be included in a user's search results on relevant, pre-determined keywords. Search engines use an auction-based method to determine the placement of paid for listings, with the top placing allocated to the highest bidder. Sponsored search listings appear in a section separate from natural, or organic, search results, usually at the top or beside natural listings, carrying a disclaimer that the listings have been paid for. Search marketing professionals traditionally use one of two formats when it comes to sponsored search. Advertisers can pay for ads based on keyword queries made on search engines or their partners, such as shopping comparison sites. Alternatively, they can opt for advertising based on the content context of a publisher's web page. Both formats can be paid for based on every time a user clicks on the link (pay-per-click) or the number of page impressions. Some search engines also offer a 'paid inclusion' format, where an advertiser pays simply to be included in search rankings. Unlike the other formats, this guarantees inclusion but not placement. The paid-for search market has become increasingly sophisticated, with some services offering geo-targeting, enabling advertisers to only show ads based on the locations of searchers. In addition, pay-per-call services, pioneered in the US, are beginning to take off in the UK. Pay-per-call is billed as an alternative to traditional pay-per-click search advertising, where the advertiser is only required to pay for the adverts that result in phone calls, in much the same way pay-per-click advertising only charges for visitors sent to a website. There are many paid-for search companies listed here, offering a wide range of services to help you make the most out of the burgeoning search market. Paid search suppliers include the search engines themselves as well as agencies that are specialist in optimising campaigns with the search engines to maximise effectiveness.

### DBD Media

Karen@dbdmedia.co.uk  
020 7240 0100  
www.dbdmedia.co.uk



DBD Media have been delivering transparent, ethical and effective PPC and SEO campaigns for 8 years. Our clients include the BBC, IPC Media and RBS. Our expert and personalised service is target driven, with detailed, transparent reporting. In short, we hit the numbers. Search Marketing is getting increasingly competitive and complex- call us to discuss how we can help you hit your customer acquisition or lead generation targets.

### Efficient Frontier

sales-europe@efrontier  
020 7812 7320  
www.efrontier.com



Efficient frontier is the market and technology leader in providing paid search marketing. The company provides the most powerful, most effective technology and comprehensive services, to ensure large scale, complex search campaigns achieve the highest possible ROI. The largest advertisers use efficient frontier to achieve unprecedented levels of SEM efficiencies, scalability, risk reduction and growth.

### Latitude Group

Deborah Ficamos  
enquiries@latitudegroup.com  
020 7952 8000  
www.latitudegroup.com



Latitude offers award-winning integrated digital marketing services, from world-class search engine marketing (pay-per-click and search engine optimization), to results-driven online display, and social media consultancy. Our brand expertise, market understanding and analytical resources help our clients engage their online audiences, win new customers, and build their brand on the Internet.

### NetBooster

nb@netbooster.co.uk  
020 7190 1640  
www.netbooster.com



Established in 1998, NetBooster is a European agency specialising in search engine marketing, digital media planning and buying, and affiliate marketing. Specific digital services include pay per click, search engine optimisation, XML traffic generation, display, email, social, data mining/CRM, mobile and strategic online consultancy. Clients include ADT, GNUF, Millennium hotels,

### Netizen

Laurence Knopf  
laurence.knopf@netizen.co.uk  
020 7269 2618  
www.netizen.co.uk



Netizen is a digital marketing agency specialising in pay-per-click (PPC), search engine optimisation (SEO), website design and web development. It offers managed and consultative services across a range of sectors including travel, recruitment and property. Netizen's services are entirely focused on generating profitable business for its customers through the web.

### Advertising.com

Sales@uk.advertising.com  
020 7092 2000

### Blowfish Digital

farhad@blowfishdigital.com  
020 7566 5040

### Dealgroupmedia UK

chris.russell-smith@dgm-uk.com  
2079434200

### Five by Five

andrea.catt@fivebyfivedigital.com  
023 8082 8520

### Ask Jeeves

020 7421 1651

### Coast Digital

info@coastdigital.co.uk  
0870 460 9344

### Design Dock

info@designdock.com  
0845 363

### Glass Partnership LTD

ben.hart@glasspartnership.co.uk  
0870 872 2400

### Adknowledge

mjohnson@adknowledge.com  
020 7212 9030

### Digital Clarity

info@digital-clarity.com  
0845 388 4071

### Equator

Garry.hamilton@eqtr.com  
0141 229 1800

### I-level

mark.creighton@i-level.com  
020 7399 7100

**Rapid Blue**  
adam@raoidblue.co.uk  
01582 511 850  
www.rapidblue.co.uk

**Netstep**  
lain@netstep.co.uk  
0113 394 6100

**Neutralize**  
bizdev@neutralize.com  
0870 063 0707

**Sitelynx Search Marketing**  
info@sitelynx.com  
0845 644 9393

**Steak Media**  
peter.suchet@steakmedia.co.uk  
020 7420 3500

**Swamp at brahm**  
p.mallet@brahm.com  
0113 230 4000

**TBG London**  
simon.spauill@tbgllondon.com  
020 7428 6650

**Unique Digital**  
simonb@unique-digital.co.uk  
020 7354

**Valueclick**  
tjudic@valueclick.com  
020 8785 5878

**WebCertain**  
andy.atkins-kruger@webcertain.com  
01904 780 030

**WSI**  
Stephen@wsi-ebizsolutions.biz  
01484 690430

**Weboptimiser**  
john@webotimiser.com  
020 7953 7053

## SEO (Organic Search)

Search engine optimisation (SEO) refers to the process of altering the structure, content and code of a website to increase its 'visibility' to search engines, and therefore appear higher in organic search results. Most major search engines create their organic listings automatically, by 'crawling' or 'spidering' the Web, and then sorting the information they have found into an index. Some search engines create an index using a mixture of automatic spiders and manually sorting through the information using editorial staff. If changes are made to a Web page, crawler-based search engines eventually find these changes, but that can affect how the site is listed. The art of SEO lies in harnessing the power of search engines to work for your own business. The problem is that most search engines go out of their way to keep their methods and ranking algorithms secret from the competition and from webmasters. However, given the relatively high costs of paid-for search listings, it often makes sense for publishers to use SEO as the most cost-effective way of extending their online reach. Not all firms will have the same goals when it comes to SEO. Some will seek to generate as much traffic as possible from all web users, while smaller, more specialised firms may seek a targeted audience by optimising their sites for large numbers of highly specific keywords. There are 'ethical' and 'non-ethical' methods that you can use to optimise your site to search engines. Ethical methods of SEO involve following the search engines' guidelines as to what is and what isn't acceptable. This usually means creating content for the user rather than the search engines; to make that content easily accessible to their spiders; and to not try to 'play' their system. Unethical methods include using invisible text to increase page visibility to a spider, abusing page tags, or placing unrelated but frequently searched words (such as 'sex') into the inserted text to boost traffic. The numerous SEO companies here provide a range of services to help tap into the power of search engines and increase the visibility of your site on the Web.

**BigMouthMedia**  
hello@bigmouthmedia..com  
0845 130 0022

**Blowfish Digital**  
farhad@blowfishdigital.com  
020 7566 5040  
www.blowfishdugital.com

**Business Webpage LTD**  
enquiries@businesswebpage.co.uk  
01603 409 904

**Chrysalis.com**  
enquiries@chrysalis.com  
020 7465 6073

**Coast Digital**  
info@coastdigital.co.uk  
0870 460 9344

**DBD Media**  
Karen@dbdmedia.co.uk  
020 7240 0100

**Dealgroupmedia UK**  
chris.russell-smith@dgm-uk.com  
020 7943 4200

**DesignDock Multimedia**  
info@designdock.com  
846 363 0424

**Diagonal Solutions**  
Simon.forster@diagonal-solutions.co.uk  
0113 220 837

**Dynamic Web Sites Ltd**  
Mail@dynamicwebsites.co.uk  
0845 166 2239

**Elemental**  
mediacentre@elementalcomms.co.uk  
0870 745 9292

**Glass Partnership LTD**  
ben.hart@glasspartnership.co.uk  
0870 872 2400

**I-level**  
mark.creighton@l-level.com  
020 7399 7100

**Immediate future**  
info@immediatefuture.co.uk  
0845 408 2031

**Kdd PR**  
kdd@easynet.co.uk  
020 8989 2541

**Latitude Group**  
enquiries@latitudegroup.com  
020 7952 8000

**NetBooster**  
nb@netbooster.co.uk  
020 7190 1640

**Netizen**  
laurence.knop@netizen.co.uk  
020 7269 2618

**NetRank Ltd**  
talktous@netrank.co.uk  
01392 411 299  
www.netrank.co.uk

**Neutralize**  
bizdev@neutralize.com  
0870 063 0707  
www.neutralize.com

**Nomensa**  
contact@nomensa.com  
0117 929 7333

**Sitelynx Search Marketing**  
info@sitelynx.com  
0845 644 9393

**Steak Media**  
peter.suchet@steakmedia.co.uk  
020 7420 3500

**Weboptimiser**  
john@webotimiser.com  
020 7953 7053

**WebCertain**  
andy.atkins-kruger@webcer-  
tain.com  
01904 780 030

## Survey Tools

No matter what business you're in, knowing your audience is of paramount importance, and market research has long been used by companies to form the basis of their business strategies. Internet and mobile phones have an advantage over static media in that they can gather large volumes of data quickly from their customers without having to venture out into the field. Online surveys cut down on administrative time and can negate the need to shuffle through reams of answer papers. Potential respondents are also likely to see online surveys as less obtrusive and time-consuming than having to talk to a marketer out on the street or responding to a posted questionnaire. Media owners can opt to gather customer data via a survey on their website, or by integrating one with an email newsletter or display ad campaign. A business can create a survey themselves or outsource the task to a survey tool firm. There are a variety of ways to construct an online survey, and their ability to capture vital data depends on a number of factors. Obviously, the survey should be user friendly and give the respondent an idea of the length and type of questions before they begin to avoid them dropping out halfway through. The technology powering the survey must also be robust to avoid frustration as well as being in sync with the site's branding. The survey also needs to be prominently placed on a site in order to attract the highest number of respondents, thereby increasing the accuracy of the data. As with all questionnaires, wording is key to gathering the right kind of data, and it's important not to 'lead' the respondent into giving a biased answer by framing a subject in a positive or negative light. It is also important to specify the level of security you want. Depending on the survey, you might wish to allow all Web users to answer, or just subscribers. How you use the data is just as important as how it is gathered, and survey tool firms provide a range of monitoring and results options, including real-time reporting, graphical displays, conversions, and statistics, letting you deploy resources based on these results. The survey tool firms here provide a range of services that can provide you with the software tools needed to create and manage a survey, as well as managing the entire process on your behalf.

### **SKOPOS digital insight**

020 7953 8359  
ask@SKOPOS.info

### **Usability & Accessibility**

An easy-to-use website is a vital tool to help maintain relationships with customers and clients alike. Any frequent Web user has at some point encountered a site that fails to meet their needs. Users can be frustrated by broken links, unreadable text, cryptic navigation and faulty transactions that ultimately result in lost sales and lost customers. However, designing and maintaining an interface that is easy to understand and use is no simple task, and this is where usability and accessibility firms come in. Usability refers to the overall experience for users of a site, in terms of efficiency, effectiveness and satisfaction. Accessibility refers to equality of access for everyone, the removal of barriers to access based on disability, technical or environmental limitations. In broad terms, usability is the measure of a site's potential to accomplish the goals of the user. Factors that contribute to this include navigation design, visual consistency and content layout along with a clear, defined process for further changes in the future. The usability of a website can be measured objectively via performance errors and productivity, and subjectively via user preferences and interface characteristics. Meanwhile, the accessibility market has thrived in recent years, helped in part by the Government-enforced Disability Discrimination Act (DDA), as companies try to avoid the threat of legal action for failing to provide accessible digital services for disabled people. However, having an accessible site has many benefits beyond being sued. Providing a flashy loading screen and rich media graphics at the expense of a simple and easy to navigate site could ultimately backfire on a firm, by turning away potential customers and clients. In these listings you will find a range of accessibility and usability specialists that can help you make the most out of your web site.

### **Nomensa**

Caroline Risk  
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www.nomensa.com

**nomensa**  
humanising technology

As a recognised industry leader in both usability and accessibility, Nomensa has a range of services proven to enhance your online user experience, increase conversion rates, strengthen brand engagement and leave a legacy of knowledge in usability and accessibility. We guarantee a return on your investment - ask us how.

### **Amberlight**

rob@amber-light.co.uk  
020 7307 7770

### **Digital Clarity**

info@digital-clarity.com  
0845 388 4071

### **Rufus Leonard**

Julie.randall@rufusleonard.com  
020 7404 4490

### **Web Usability Partnership Ltd.**

peter@wupltd.co.uk  
01249 444757  
www.wupltd.co.uk

### **Blast Radius**

services@blastradius.com  
0808 101 5193

### **NetRank Ltd**

talktous@netrank.co.uk  
01392 411 299

### **Rapid Blue**

adam@raoidblue.co.uk  
01582 511 850

### **Bunnyfoot**

jon@bunnyfoot.com  
0845 644 0650

### **Maxymiser**

Mark@maxymiser.com  
020 7149 3730

### **Simply Usability**

info@simplyusability.com  
01133 508155

### **cScape Strategic Internet Services**

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020 7689 8800

### **Netizen**

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## Web Analytics

Web analytics refers to the measurement of the behaviour of visitors to a website. Unlike passive audiences using TV, radio and print, interactive audiences are constantly leaving their 'digital fingerprints' on the media they interact with, which can make it easier to measure the success of any project. Web analytics is often used in the commercial sector to see which parts of a site or advertisement work and which ones do not. UK marketers are increasingly turning to Web analytics firms to help them monitor the success of their online and offline marketing campaigns. The most commonly referred to units of measurement for Web analytics are 'page views' and 'visits'. A page view represents a request made to the Web server for a page, as opposed to a graphic. A visit marks a sequence of requests from a uniquely identified client. However, due to the growing complexity of the Web, these metrics are now considered somewhat basic and unsophisticated, and numerous other factors are now taken into consideration to measure audience behaviour. Web analytics data is often collected using one of two widely-used methods. Logfile analysis uses the traditional method of reading all the transactions recorded by the company's own web server. Alternatively, data can be gathered using the page tagging method, which employs JavaScript on each page to notify a third-party server when a page is rendered by a web browser. While logfile analysis typically requires a one-off software purchase, page tagging usually involves a monthly fee, although some vendors offer installable page tagging solutions. With the Internet advertising sector becoming increasingly competitive, there is a growing trend of marketers demanding insight into customer behaviour and revenue paths, rather than just click-throughs and page views, so they can measure the interaction between online and offline activity. To meet this demand, an increasing number of suppliers now offer advanced Web analytics tools, which are designed to align web analytics with business goals.

### Netizen

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Netizen is a digital marketing agency specialising in pay-per-click (PPC), search engine optimisation (SEO), website design and web development. It offers managed and consultative services across a range of sectors including travel, recruitment and property. Netizen's

### ABCe

info@abce.org.uk  
01442 870800

### Lyris

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020 7739 9000

### Redeye

support@redeye.com  
0845 094 1114

### Generator Consulting

martin.sutton@consultgenerator.com  
020 7399 7100

### Maxsi

john.harrison@maxsi.com  
0845 644 6747

### SKOPOS digital insight

020 7953 8359  
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### Imagination

lisa.mesztig@imagination.com  
020 7323 3300

### Maxymiser

Mark@maxymiser.com  
0207 149 3730

### Intellitracker Ltd.

enquiry@intellitracker.com  
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### Nomensa

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### ISSEL

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0870 166 2435

### Omniure

jmarlow@omniure.com  
020 7380 4400

### Latitude Group

enquiries@latitudegroup.com  
020 7952 8000

## Web Design & Build

Web design and build usually refers to the combined graphical and technical side of Web development, in which a website is created using a combination of images, style sheets or nested tables and computer coding. The practice of Web design has come a long way since the advent of the Internet, as technology becomes more sophisticated and designers become more adept with the workings of the medium. Commercial websites are vital to extend a brand's image online as well as capitalise on the growing ecommerce sector. Key components of a website can include search and navigation features, editorial content, ad space, pictures and graphics, and rich media. The real balancing act in Web design is producing a site, which is both compellingly attractive and instinctively easy to use. While many designers are tempted to incorporate flashy graphics and rich media such as video and audio, without care these features can come at the expense of a smooth user experience. The Web design and build firms listed here offer a variety of services to help you manage the balancing act between looks and functionality.

### Glass Partnership

info@glasspartnership.co.uk  
0870 872 2400  
www.glasspartnership.co.uk



Glass is a creatively-led design and interactive communications agency focused on connecting brands with people living in the connected world. Our work contributes directly to brand success working across digital disciplines including strategy, website design and build, content management, interactive advertising, email marketing, search, mobile and interactive television.

**RedWeb**

Stuart Pool  
 info@redweb.com  
 01202 779944  
 www.redweb.com



Redweb is a leading, digital agency specializing in the design and build of websites. It also offers digital services including consultancy, e-mail marketing, hosting and support. Redweb's client base spans large corporate private sector, public sector and not-for-profit businesses including Sky, the Department for Health, Transport for London, and JP Morgan Chase.

**Actionstream Direct Media**

laurence@actionstream.co.uk  
 07799 212849

**Agency Public**

chat@agencyrepublic.com  
 020 79420000

**Apco Online**

dking@apcoworldwide.com  
 020 7526 3600

**Aquent**

shutson@aquent.com  
 020 7404 0077

**atwww Digital**

Adrain.wilcox@atwww.com  
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**AXLR8**

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**Baigent**

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**Beechwood**

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**Blast Radius**

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**Blue Chilli**

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 0870 020 1650

**Charity Technology Ttrust Equator**

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**Chroma**

info@chromaagency.com  
 0870 978 0126

**Coast Digital**

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**cScape Strategic**

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 020 7689 8800

**Digital Clarity**

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 0845 388 4071

**digitalmw**

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 020 7349 6993

**Direct Recruitment**

cv@direct-recruitment.co.uk  
 020 7287 1171

**Dot mailer**

info@dotmailer.co.uk  
 08435 337 9170

**DQ Global**

info@dqglobal.com  
 02392 988 303

**Dynamic Web Sites Ltd**

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 0845 166 2239

Garry.hamilton@eqtr.com  
 0141 229 1800

**Firedog design LTD**

fraser@firedog-design.co.uk  
 020 7739 1112

**Five by Five**

andrea.catt@fivebyfivedigital.com  
 023 8082 8520

**Fleishman Hilliard digital**

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**Fortune Cookie**

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**Garry Hamilton**

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**Lisa Mesztig**

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**Line Digital**

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 01315 585470

**Ioko**

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**Sequence**

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 0292 025 2555

**Skyron**

yannis@skyron.co.uk  
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**Swamp at brahm**

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 0113 230 4000  
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**WSI**

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 01484 690430