



## Press Release

**Date:**  
08.01.07

**London Office:** 55 New Oxford Street London WC1 1BS  
**Cheshire Office:** 700 Mandarin Court Warrington WA1 1GG

**Subject:**

**Latitude strengthens its search campaigns by creating new role**

**Subheading:**

**London, 4 January 2007:** Latitude, the Leader in Search, has appointed Marco Brambilla to the newly-created role of Statistician. Reporting to Chief Financial Officer Julie Moran, he will be responsible for analysing and interpreting quantitative information about Search Engine Marketing and identifying patterns and trends in the marketplace. The new appointment will ensure Latitude has an ongoing stream of accurate, up-to-the-minute information about the search engine marketplace that it can use to further enhance its Search Engine Marketing campaigns and ensure its clients continue to achieve high ROI.

Commenting on his new role, Marco stressed the significance of being able to extract and analyse market data on an hourly and daily basis using Latitude's core COBRA bespoke software product. "By being able to obtain a snapshot of our actions in the marketplace every hour, we can get a clear idea of how our bidding strategies relate to the marketplace and how they can be improved", he explained. "This means we can adapt our strategies to the state of the market and improve the guarantees we give clients regarding the success of our bidding strategies."

Marco will also be responsible for gathering consumer feedback through focus groups and sample surveys, and will be assessing the efficiency of different techniques used by Latitude, as well as evaluating the impact of government policy on Search Engine Marketing. He will additionally help Latitude develop automated technology for use in specific tasks such as bidding strategies, forecasts and fraud detection.



## Press Release Continued

**Date:**

08.01.07

**London Office:** 55 New Oxford Street London WC1 1BS

**Cheshire Office:** 700 Mandarin Court Warrington WA1 1GG

Prior to joining Latitude, Marco was a Postdoctoral Research Associate in Computational Neuroscience at the University of Manchester. He has also worked as a Quantitative Analyst for the Italian National Research Council (CNR), where he was responsible for analysing Neurophysiological Data, and was a Contract Lecturer at the Università degli Studi di Milano-Bicocca in Milan. Marco holds a Ph.D. in Formal Methods and Models for Complex Systems from the Università degli Studi di Milano-Bicocca in Milan.

### **About Latitude**

Latitude ([www.searchlatitude.com](http://www.searchlatitude.com)), with anticipated worldwide sales of more than \$100m in 2007, is one of the world's leading Search Engine Marketing agencies. Using its unrivalled pay-per-click and search engine optimisation expertise, it helps clients obtain superior click rates, rank in the best possible positions on search results pages and achieve exceptional ROI. One of the fastest-growing technology companies in the world, Latitude is at the forefront of integrating search expertise with Web marketing and online communications. Headquartered in London, with approximately 100 employees, Latitude is a 2006 Media Momentum Award winner and its CEO, Dylan Thwaites, was named Ernst & Young Technology & Communications Entrepreneur of the Year 2006.

**For more information, press only:**

**Matt Brocklehurst**

**Head of Marketing**

**Latitude**

**Email: [matt.brocklehurst@searchlatitude.com](mailto:matt.brocklehurst@searchlatitude.com)**

**Phone: +44 (0) 20 7952 8000**