Cognitive Match Wins TechCrunch Europas Award for 'Best Advertising or Marketing Tech Start-Up 2010'

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Cognitive Match has been recognised as Europe's top advertising and marketing Technology Company by TechCrunch.

London, UK – November 22, 2010 – Cognitive Match, a global leader in hosted on-site targeting and dynamic ads, today announced that it has won the TechCrunch 2010 Europas award as one of the top technology start-ups in Europe. The award caps a year of high growth for Cognitive Match in which the company launched U.S. operations, expanded into the dynamic ads market and strengthened its client base adding a number of new customers including Financial Times, Yahoo! and JustGiving.

The Europas, or European Startup Awards, were held 17th November in London. It was the culmination of a month of online voting by the European tech startup industry for the finalists, where some 33,126 votes were cast across 23 categories, eight judges deliberated over the results and over 350 people paid to join the cream of Europe's startups, VCs and entrepreneurs.

"It's a great honour to be chosen for this award from a short list of great companies", says CEO Alex Kelleher, who picked up the award in person. "Our team has been working very hard for this all year so it's great to get the recognition."

Companies using Cognitive Match are able to realize more revenue and higher conversion rates online by targeting and optimizing both on-site content and off-site display ads. The company has a strong focus on product development, service delivery and best practices to ensure their customers realize the full potential of their online channel.

About Cognitive Match
Cognitive Match's on-site targeting and dynamic ads solutions have helped companies like Financial Times, Yahoo!, Net-A-Porter and JustGiving maximize revenue from their online channel. The company optimizes the complete online customer lifecycle from off-site ads to on-site content.

About TechCrunch
TechCrunch is a weblog dedicated to obsessively profiling and reviewing new Internet products and companies. In addition to new companies, we profile existing companies that are making a commercial or cultural impact on the new web space.

TechCrunch Europe is a blog covering Web 2.0 and Mobile start-ups. TechCrunch Europe is part of the TechCrunch Network, which includes country-specific blogs for France and Japan.