

Media Motion: Communispace, Dentsu, and Gorilla Nation



August 20, 2010

90octane, Knotice, and Permuto make announcements, plus other news about industry hires, partnerships, and launches.

90octane, a conversion-driven marketing agency, announced that **Casey Doran** has been promoted to interactive director, **Amanda Rick** will join as marketing coordinator, and **Guila Chavez** will serve as bookkeeper.

Bizo has joined the ranks of the Network Advertising Initiative, a collective of online marketing and analytics companies that are working together to protect consumer privacy in the online ad world.

Communispace announced a number of details about its recent growth, including a 29 percent revenue growth from year to year, and a 94 percent customer retention rate for the year to date.

Dentsu America has hired **Clayton Crocker** as associate creative director. Crocker previously worked with Berlin Cameron United, Syrup New York, and HUGE. Dentsu America has also brought on **Matthew Bottkol** as associate creative director and copywriter, and **Todd Eisner** as associate creative director and art director.

Drafftcb has partnered with Velti to provide its clients with a full range of in-house mobile services. The agency will use Velti mGage in the development and execution of campaigns, including SMS, mobile web, mobile media planning and buying, and proprietary measurement.

ExactTarget announced a new partnership with Acceleration. The move was made to optimize the interactive marketing campaigns of ExactTarget clients across Europe, the Americas, the Middle East, and Asia. Acceleration's experts will augment ExactTarget's team of professional services consultants and network of more than 500 global interactive agencies.

Gorilla Nation has been chosen to represent the online ad inventory for Premiere.com.

A new advertising partnership has been forged by HubPages and ClickTurn. HubPages will be using ClickTurn's rich media technology to serve ad units to its advertisers.

Knotice hired **Dave Lawson** as director of mobile engagement. He will be joining the company's West Coast office. In other business news, Endless Pools is using Knotice's Concentri SiteTarget to test and target website and landing page content.

Permuto announced that **Jayesh Bhayani** and **Gaurav Khot** have joined the company. Bhayani will lead as chief technology officer and vice president of engineering, and Khot will serve as a senior member of the engineering team.

Pontiflex Inc. has rolled out its Pontiflex Partner Program. The program connects marketers and national non-profits with industry experts on effective and accountable social marketing.

Pulse 360 has added new search and email marketing capabilities -- as well as new pricing models -- to its performance ad network. The new marketing options build on Pulse 360's performance display ad network, leveraging proprietary ad targeting and optimization technologies.

Paul Chambers has joined Schematic as executive creative director of its New York Office. Prior to Schematic, Chambers served as group creative director at Tribal DDB Worldwide.

Webtrends announced its acquisition of Transpond, and the immediate availability of Webtrends Apps for Facebook, web, and mobile. Combined with its acquisition of Widemile last year, Webtrends clients can now create, measure, and improve content across a number of outlets.

XA.net announced the expansion of its partner service offerings with the Creative Media Hub, a marketplace of trusted partners. The hub will provide scalable creative services and solutions.

Editor's note: We list the companies and people alphabetically according to what company hires what person or another company. Our bimonthly column is always looking for announcements, so please email them to mediamotion@imediaconnection.com.