

## **ia Interactive Acquired**

*August 1, 2006, Ann Arbor, Michigan.* ia Interactive, an interactive advertising agency, which focuses on customer acquisition strategies, has been purchased in whole by an investor. Matt Targett, a 14 year industry veteran, has acquired the agency and will be leading the agency through its next phase of growth. “I am pleased to have this opportunity and the timing could not have been better,” said Targett. “We have a strong client list and a great track record of success. It is remarkable how many talented individuals we have here.” According to Creative Director Travis McConaha, “Matt Targett joining our agency fills a need we have had for months. We have been busy and getting busier, and we needed someone with his experience to take the reins”.

Although Targett resides in Ann Arbor, Michigan, Creative, Website Design and Accounting departments will remain in Iowa along the banks of the Mississippi River where the agency was founded. Search Marketing and Media Buying will move to an Ann Arbor location, while Reporting, Analysis and Ad Serving will continue being serviced out of Seattle. “We are fortunate to work with ‘best of breed’ partners in ad serving and search. We wouldn’t want to change our formula at this stage,” said Targett.

Plans in 2006 for the agency include the addition of key services in wireless media, increased capabilities in customer re-targeting and continued agency expansion.

ia Interactive ([www.iainteractive.com](http://www.iainteractive.com)) offers creative services, ad serving, media planning and buying, reporting, analysis and website design to direct marketers who are interested in acquiring more customers with greater efficiency.

For additional media related questions please email: [pr@iainteractive.com](mailto:pr@iainteractive.com). For all other inquiries please contact ia at [info@iainteractive.com](mailto:info@iainteractive.com) or call 1-877-422-5542.