



UKTI helps Intent Media open office in London

Fast facts

Company: Intent Media

Industry: Creative

Country of origin: USA

Investment location: London

www.intentmedia.com



Guidance and introductions from UK Trade & Investment (UKTI) led US-based technology company Intent Media to establish a new European headquarters in London. Over the next two years the company plans to use its new office as a gateway to Europe, creating around 50 new jobs in the process.

The majority of online travel shoppers scour more than a dozen sites before booking a flight or hotel. Intent Media has built a platform that enables travel e-commerce sites to turn this shopper behaviour into a new revenue stream. The company developed a technology that employs predictive analytics to anticipate whether a shopper is likely to buy on a site. If not, a relevant ad is shown to help the shopper get where they are going next – which is often to a competitor. The original site benefits from a new advertising revenue stream and the advertiser gets access to shoppers looking for the products they offer.

Intent Media powers ads on travel websites including ebookers.com, lastminute.com, Orbitz, CheapTickets, Hotel Club, Travelport and Hipmunk. Advertisers who use the platform include airlines, hotels, online travel agencies and “metasearch sites” that aggregate travel booking search results. Founded in 2009, the company is based in New York, where it has a staff of more than 100.

“We came up with what we felt was an interesting, counterintuitive idea,” says Damon Tassone, Co-Founder and Chief Revenue Officer at Intent Media. “Sometimes it really does make sense to allow competitors to advertise on your site. We know that people use travel sites like search engines, so we created an opportunity for these sites to reap new profits while making it easier for shoppers to find what they are looking for.”

Looking abroad

Shortly after Intent Media first launched,

UKTI reached out to explain how it helps US companies invest in the UK. It was a bit early to discuss European expansion plans at the time, but Damon saved the email for future reference. Many of Intent Media’s customers in the US have thriving businesses in Europe, and in late 2013 the company started thinking seriously about a European presence. It was attracted to London for the city’s pool of e-commerce talent, and its large customer base.

“The support that UKTI offered was a large part of the reason that we decided to set up our European headquarters in the UK.”

Damon Tassone, Co-Founder and Chief Revenue Officer, Intent Media

“UKTI always had the answers to our questions or the name of an expert we could consult. They really smoothed the way for us and made setting up in London easy. Their help has put us 6 to 12 months ahead of where we would have been otherwise.”

Damon Tassone, Co-Founder and Chief Revenue Officer, Intent Media



In January 2014, Damon contacted the UKTI adviser and they met to discuss Intent Media's plans for Europe. The company was particularly interested in learning how to navigate visa issues and how to establish a UK company, as well as in introductions to local professional services providers. UKTI provided answers to many of Intent Media's questions and made referrals to lawyers and accountants that specialise in helping companies set up in the UK. UKTI also connected Intent Media with its regional affiliate, London & Partners, which helped the company find temporary office space. London & Partners also hosted networking events through which Intent Media met potential recruits and other stakeholders in its sector.

“The support that UKTI offered was a large part of the reason that we decided to set up our European headquarters in the UK,” says Damon. “I had previously worked in London and, despite my experience, the reality of establishing a new office was daunting. UKTI always had the answers to our questions or the name of an expert we could consult. They really smoothed the way for us and made setting up in London easy. Their help has put us 6 to 12 months ahead of where we would have been otherwise.”

Grand opening

In January 2015, Intent Media officially opened its European headquarters in London's SoHo neighbourhood. UKTI arranged for Minister Grant Shapps to attend the ceremony. The Minister had previously visited the company's offices in New York, and had explained how the government was working to help foreign companies investing in the UK.

Intent Media has already signed contracts with new clients and advertisers in the UK. In the coming months, the company plans to use its UK office as a launch pad to Europe and find new customers throughout the continent. It is looking to hire at least 15 people in 2015, and expects to expand its staff by double this amount in 2016.

“The speed with which our business has grown and the potential for further growth has exceeded all our expectations,” says Damon. “I would advise any company that is considering investing in the UK to engage with UKTI early in the process and to leverage their support as much as possible. They have tremendous expertise that is unmatched by any other organisation. Our goal is to be a global business with European revenues equal to those in the US, and we plan to work closely with UKTI as we continue to grow.”

The UK - Springboard into Europe

The UK is a fantastic place to do business, and an ideal springboard into the rest of Europe. It provides a unique gateway of international connections, is a recognised leader in the fields of creativity and innovation and is the 6th largest economy in the world.

The UK is also one of the easiest places to set up and run a business. With low tax, less regulation and a talented workforce, the UK is one of the easiest places to start a business and access the European Union's 500 million customers.

The UK is home to 3 of the top 10 globally ranked universities, according to The Times Higher Education World University Rankings. It is also the number 1 location for European business headquarters: more overseas companies set up their European headquarters in the UK than anywhere else.

For further information visit gov.uk/ukti

Setting up your company in the UK

Deciding where to locate your international business is one of the biggest decisions you'll make and can be daunting. UK Trade & Investment helps businesses coming to the UK with every aspect of setting up their new operations.

As the UK Government's inward investment agency, it's our job to know the UK's strengths and where investment opportunities exist.

This means we can help your company to do all the research you need to make an informed decision, and then get up and running as quickly as possible.

UK Trade & Investment can help you to:

- do your research
- build key contacts
- choose your location
- set up your new office
- grow your business internationally.

UKTI was delighted to support Intent Media in its investment in the UK.

To connect with UKTI and begin your own success story now, visit gov.uk/ukti, or email enquiries@ukti.gsi.gov.uk

For updates on UKTI follow us here:



[youtube.com/UKTIWeb](https://www.youtube.com/UKTIWeb)



twitter.com/UKTI/Creative



bit.ly/UKTILinkedIn



facebook.com/BusinessisGREATBritain

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy. We provide companies with the tools they require to be competitive on the world stage.