



Logan Tod & Co recruits Senior Analyst from AKQA

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First of three senior appointments that will strengthen the web analytics and site conversion team

PR9.NET November 18, 2005 - Increase in business at Logan Tod sees the appointment of Adrian Nash as Senior Analyst. Nash comes to the strategy team from AKQA with seven years of web analytics experience. Initially, he will be working with Logan Tod's key clients, Mothercare and Renault.

Matthew Tod, CEO of Logan Tod, comments, "Companies are discovering the significant returns on investment gained by improving website effectiveness and efficient customer conversions. And it is becoming increasingly important to deliver greater levels of actionable insight and analytics strategy across the digital spectrum.

"Adrian's talent and experience centres on marrying consumer behaviour, experience and demands, with critical analytics data, to meet client's business targets. He will strengthen the strategy team, supporting recent client wins, and increasing the depth and scope of Logan Tod's services".

Adrian's appointment is the first of three significant appointments this autumn. Nash comes to Logan Tod from AKQA, where he worked with Xbox, Orange and Sainsbury's. Prior to this, Nash was Head of Product Development at Hyperlink Marketing.

A web agency, Logan Tod focuses on providing better customer experience and converting more website visitors into sales, registrations or other desired outcomes. Using the increasingly complex and diverse qualitative and quantitative data, the company develops business critical insights that enhance a website's performance.

Nash comments on the growing trend to make websites more efficient and effective, "With this year's Christmas online shopping figures predicted to outperform those achieved in 2004, ensuring that your site delivers the desired visitor action and achieves significant ROI is of fundamental importance. Ever increasing budgets are being spent on search and DM campaigns to bring customers to e-tailers' sites; this activity is money-wasting unless that site converts this interest into revenue."

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About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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