Press Releases

Axel Springer Media Impact, Financial Times and Telegraph Media Group Adopt Krux's Data Management Platform

Krux Opens First International Office in London to Support Rapid Growth
Veteran Online Advertising and Publishing Executive Richard Foster to Lead European Union Team

LONDON, NEW YORK and SAN FRANCISCO, July 24, 2013 /PRNewswire/ -- Axel Springer Media Impact, Financial Times and Telegraph Media Group have chosen data management platform (DMP) provider, Krux (www.krux.com), to assist with leveraging their first- as well as third-party data for ad sales, circulation marketing, and content strategy efforts.

Krux is opening its first international office in London to better serve the needs of European publishers, marketers and content providers. Currently, the company represents a number of clients across Europe including IDG UK, Spil Games, and Sanoma Media.

"Working with Krux has enabled us to significantly expand the capabilities of our data-driven advertising product, DataFactor," said Holm Munstermann, general manager, new media business, Axel Springer Media Impact.

"We are delighted to partner with Krux as we continue to build out our audience-centric advertising capabilities," said Jon Slade, commercial director, digital advertising at the Financial Times. "FT.com has always put audience targeting at the front of our market proposition, and Krux can help us take that to the next level as we combine multiple data points from across our operation to create highly valuable audience segments for our clients."

The new office is being headed up by Richard Foster, an experienced and accomplished digital, advertising and publishing executive with more than 20 years experience. He will serve as managing director of Europe and spearhead the company's European marketing efforts.

Mr. Foster is an expert in data trading, behavioral targeting and advertising solutions. Prior to joining Krux, he was the UK managing director at TRUSTe where he provided technology solutions to help media owners to ensure compliance, and build trust in targeted advertising. Previously, he served as digital director at Future Publishing; managing director, UK at AudienceScience; and commercial director at 24/7 Real Media UK, where he was responsible for building brand-advertising programs across the Real Media network.

"As Krux continues to grow, we have decided to expand our physical footprint so that we can get closer to the many international markets we are already serving. We're fortunate to have found a kindred spirit and strong leader in Richard Foster who will manage and lead our European effort," said Tom Chavez, Krux co-founder and CEO.

"Krux's proven cloud-based data management platform and market neutral positioning make it a natural solution for the publishing, marketing and content community throughout the European Union," said Mr. Foster. "I look forward to supporting our existing European clientele and building out the Krux international organization."

Krux is headquartered in San Francisco with sales and executive offices in New York and Boston. The company serves clients throughout Europe, Asia, Australia, and the U.S., providing data management and audience discovery capabilities as well as top-notch web data protection.

Krux's EU Headquarters is located at 19 Eastbourne Terrace, London, W2 6LG. For EU sales inquiries, contact Richard Foster on richard@krux.com or +44 (0) 203 036 0560.

About Krux

Founded in 2010, Krux delivers data fabric for the consumer web to businesses now reaching over 720 million users worldwide. Krux's Data Management Platform helps its clients protect, manage and monetize data across all their screens and sources. With Krux, companies give their consumers cooler, safer, faster and smarter web experiences and consumers gain confidence that their favorite websites are operating under the plain light of day. Companies across the U.S., Europe and Asia have adopted Krux technology, including The New York Times, Bloomberg, Meredith, NBC Universal, Forbes Media, Triad Retail Media, Wikia, Financial Times, NBCNews.com, Apartments.com, and The Wall Street Journal Digital Network. Find out more at www.krux.com.

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