

## MDC BUYS IMS



Holding company MDC Partners (NASDAQ: MDCA) has acquired a majority interest in ad-optimization firm Integrated Media Solutions. IMS will become part of MDC's Performance Marketing Services Group, specializing in online analytics and data mining. In the past, IMS has sought to overcome a fragmented media environment by collecting large amounts of data to increase efficiency and target ads. The company is best known for campaigns that urge an immediate response -- such as a phone call or a mouse click -- from targeted consumers. MDC holdings also include the firm Crispin Porter + Bogusky, originator of "TheTruth.com" anti-tobacco ads. IMS clients include Liberty Medical and ChildFund International.

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