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EUROPEAN ONLINE REPUTATION MONITORING TOOL LAUNCHED BY IMOOTY.EU

Berlin, October 02, 2009. Imooty.eu, a German based start-up, assists companies in monitoring their online reputation in different European languages.

The founders, Blaise Bourgeois (French) and Kristoffer J. Lassen (Norwegian), realized that the market lacked an entry level media intelligence tool for the complex European media landscape. Mr. Lassen, who previously worked with brand monitoring in a major U.S. law firm stated;

“We initially worked to solve our own problems of following media coverage from different sources in various languages. There is no lack of existing tools out there, but we found them all very complicated to navigate and seriously overpriced. With this in mind our goal became to create a media monitoring tool that solved basic problems for an affordable price.”

Through its new service, Imooty features a media dashboard for online brand monitoring and competitive intelligence. It offers a convenient way for keeping up on the latest “need to know” information in online news and social media buzz.

Users, may also use E-mail alerts as early warning systems against brand attacks at customer review sites and discussion forums. Finally, the service features a tool for sharing media intelligence via social media applications (widgets).

For more information: www.imooty.eu

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About Imooty

Imooty was funded with a grant from the German Ministry of Economics and Technology in 2008. The Institute of Journalism and Communication Studies at the Freie Universität, Berlin, mentored the project during the grant period and Imooty.eu GmbH & Co. KG was then established as a German company in January 2009.

Imooty won a Ruban d'honneur as Business Innovation of the Year 2009 at the European Business Awards. The company was also invited as a member of the exclusive KIS 100 club. It brings together the top 100 companies in Europe with high growth potential in the area of Knowledge Intensive Services.