

Securidox and Zoot Media Announce Partnership To Generate Ancillary Revenue From Travel Documents

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[Securidox](#) and [Zoot Media](#) have joined forces to deliver new targeted advertising opportunities on all travel documents. This new partnership was born from Securidox's proprietary targeted advertising technology and Zoot's expertise in external sales and advertising and has natural synergies from both companies to benefit airlines rail and other companies

Zoot Media provides professional external sales resources for organisations looking to maximise client revenues. Alan Kimber, CEO and Zoot founder, has a wealth of experience in national print along with advertising in online media. He says, *"This is an amazing partnership. I've spent a lot of time in the advertising world and Securidox's product is the first solution that truly delivers dynamically targeted advertising"*.

This new partnership will enable customers to be targeted with specific, timely and relevant messages by placing advertisements on confirmation as well as print-at-home boarding documents. The targeted advertising technology gives brands a unique opportunity to target travelers and to extend selling opportunity beyond the website.

Zoot's expert sales capacity will ensure the innovative technology which connects the passenger information with the commercial objectives of the departure points, retail outlets and brands will be rolled out across the all the different carriers.

Securidox, whose innovative software has already been deployed by Qantas and CityJet, see this new venture with Zoot to be very exciting. *"In some ways Zoot is the missing piece of the puzzle for us. Many companies welcome the ancillary revenue opportunities but do not want to be involved with the sales aspect. The knowledge that Zoot brings to the table will enable us to optimise the use of our technology."* says Mark Scott, CEO of Securidox.

By combining Zoot's professional external sales capability with Securidox's solution for dynamically generated advertising, Securidox and Zoot Media are able to roll out fully integrated targeted messages within 20 days of signed contract.

For further information on Securidox and its solutions visit www.securidox.com

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