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## **NEW ROLE FOR EOIN AS UK PRICE COMPARISON SITE PLANS TO OPEN IN DUBLIN**

Dublin boy Eoin Clarke has been appointed to a new role that will see him paving the way for a popular UK-based price comparison site to open in the Irish Republic.

Previously Head of Sales at TradeDoubler Ireland, Eoin has now been charged with establishing a foothold for uSwitch.com in Ireland and with setting up a Dublin office for search marketing agency Forward3D. Both companies are owned by the UK-based Forward Internet Group, which is keen to expand in the Irish Republic.

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on a host of household bills, including gas and electricity. It has been saving consumers money in the UK for over 10 years.

Forward3D is an innovative, award-winning search marketing agency. It is the UK's fastest growing digital agency.

**Eoin Clarke, Country Manager (Ireland) at [Forward](#), says:** "This is an exciting opportunity to bring a household name and a fast growing digital marketing agency to Ireland. I'm looking forward to getting them established here in Dublin so that local consumers and businesses alike can start to enjoy the benefits.

"Starting up in a recession is tough, but the timing couldn't be better as cutting household bills will help consumers get through the recession, while being able to get the best advice and support on online search marketing strategies will help businesses to boost revenue and grow. With so many people now using the internet, Irish businesses cannot afford to ignore this important source of new customers. They need to ensure that they are making the absolute most of it and that's where Forward3D comes in."

Eoin was previously at TradeDoubler Ireland for just over three years where he specialised in affiliate marketing, lead generation and online partnerships. Prior to that he was part of the five man team that successfully launched NewAddress.ie – Ireland's National Address Change Notification Service.

Eoin can be contacted on: 01 669 4648 or emailed at: [Eoin.Clarke@forward.co.uk](mailto:Eoin.Clarke@forward.co.uk).

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**About uSwitch.com**

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

uSwitch.com is the first UK comparison website to achieve the Plain English Campaign's Internet Crystal Mark, which is recognised as a standard that a website has clear language, is accessible and easy to use, and has been tested on a sample of its users.

**About Forward3D**

Forward3D is an award-winning agency specialising in fully integrated online solutions. In 2009, the agency was recognised by the Sunday Times as one of the UK's fastest growing private technology companies. It currently generates over 500 million clicks each day for its clients, employs 55 members of staff and achieves revenues in excess of £55 million. Forward3D's services include PPC, SEO, Landing Page Optimisation, Affiliate Management and Platform Tracking.

Forward3D's proprietary d3 technology helps clients deliver strategies their competitors may miss by drawing data from a range of sources to overlay and analyse relationships and patterns to meet wider business goals. The agency adopts the AGILE approach to project management which encourages enhancements, changes in direction and revisions to projects on a daily basis.

Forward3D and uSwitch.com are owned by Forward Internet Group Limited, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.