

R.O.EYE to Support eBay UK's Affiliate Marketing Programme

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Specialist affiliate marketing agency R.O.EYE has been appointed by eBay in the UK to help support its recently launched in-house affiliate network, the eBay Partner Network.

R.O.EYE will work closely with eBay to help support the management of eBay's existing affiliate base and will provide additional support by recruiting further affiliates across new and existing business models.

eBay launched the eBay Partner Network in April 2008, building on its already successful eBay Affiliate Programme, which launched in 2001. The eBay Partner Network operates in 17 countries and its UK affiliate programme is second only in size to the US programme.

"Over the last four years, R.O.EYE has grown to become the UK's primary Outsourced Programme Management agency," said Mark Kuhillow, Managing Director of R.O.EYE. "Our appointment by eBay is testament to our strategic approach to programme management in the UK. Supporting the eBay Partner Network is an incredible opportunity to add value which will be beneficial to both eBay and its affiliates."

The focus of R.O.EYE's partnership with eBay is to optimise and increase the current publisher base while servicing the needs of affiliates. R.O.EYE will ensure the effective distribution of eBay's content while securing existing levels of traffic, sales and efficiency.

Minal Shah, Head of Internet Marketing for eBay in the UK commented:

"R.O.EYE demonstrated that it can combine strong relationships with affiliates with a very flexible approach to programme management. We were impressed by the agency's in depth knowledge of the affiliate industry, as well as its innovative and bold approach to recruitment."

There are more than fourteen million items for sale on the eBay.co.uk site at any one time. The number of eBay.co.uk's unique visitors reached over 15 million in June 2008.*

About eBay

Founded in 1995, eBay pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay enables ecommerce on a local, national and international basis with an array of websites – including the eBay Marketplace, PayPal, Skype, Kijiji, Rent.com, Shopping.com – that bring together millions of buyers and sellers every day.

*Nielsen / Netratings, June 2008

About R.O.EYE

R.O.EYE (www.ro-eye.co.uk) is the largest specialist affiliate marketing agency in the UK, providing

specialist marketing services to e-commerce merchants. Globally respected and firmly established within the affiliate community, R.O.EYE boasts unrivalled market expertise. The company is independently owned and has the flexibility and resource to assist clients in the development of in-house super affiliate programmes. R.O.EYE provides clients with tracking solutions, analysis and commentary to ensure accurate forecasting of budget and volume, and performance management.

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