

UK's first Over-40's rewards website launched

Submitted by: Attinger Jack Interactive

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The UK's first Over-40's rewards website is being launched this week by advertising and digital specialist Attinger Jack (<http://www.aja.co.uk>).

The website, www.activeyou.co.uk (<http://www.activeyou.co.uk>), provides Over-40's with rewards and savings aimed at enhancing people's lifestyles including motoring, travel, gardening, health, food & drink and home improvements.

Active You (<http://www.activeyou.co.uk>) has been created as a lead generation vehicle with marketing brands able to run their campaigns with no set up fees or charges. Participating brands will simply pay a flat rate for every customer that signs up to each offer.

In addition, the site will allow companies to implement third party email campaigns to the subscriber base.

Active You (<http://www.activeyou.co.uk>) is the only co-registration site in the UK to be promoted via national newspapers (on and offline) with offers appearing on premium sites such as Telegraph.co.uk, Mail Online, GMTV and AOL.

Attinger Jack's interactive division estimates that Active You (<http://www.activeyou.co.uk>) will generate 50,000 high quality leads per month for clients in sectors ranging from travel, property, home improvement, financial services, lifestyle aids and cosmetic surgery. Beta test lead conversion rates have exceeded 10% and in some cases reached 15%.

Launch partner brands include Laithwaites Wines (<http://www.laithwaites.co.uk>) (UK's independent wine merchant of the year), Barrhead Travel (<http://www.barrheadtravel.co.uk>) (one of the UK's largest independent travel companies), GardenBargains.com (<http://www.gardenbargains.com>) (garden plants), Weatherseal (<http://www.weatherseal.co.uk>) (doors & windows) and Castle Cover (<http://www.castlecover.co.uk>) (insurance).

Alex Attinger, Commercial Director of Active You (<http://www.activeyou.co.uk>), says: "Our research shows that the UK has dozens of rewards websites but none if any that focus on generating high quality leads that actually convert into sales." Attinger adds, "because we are 100% in control of the traffic sources we can ensure the best quality leads available making Active You (<http://www.activeyou.co.uk>) a premium lead generation vehicle."

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