

European digital marketing player Aedgency to shake up Swiss market

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European performance-based marketing specialist Aedgency is rolling out its integrated portfolio of online marketing services to a sixth European market, Switzerland. Its local market specialists will be introducing Swiss advertisers to its results-driven business model. Aedgency has invested in an entirely new web presence in both French and German to help clients to better understand how to deploy Aedgency's EDGE method to maximise results.

Aedgency's services provide privileged communication channels between brands and online consumers. The company's integrated technology suite provisions a branded range of EDGE Communications Channels that deliver targeted offers, cashback and email marketing. Aedgency is able to differentiate its offering through an investment in a bespoke analytics engine that supports extremely granular targeting across all of these channels.

Vincent Labey, CEO of Aedgency, explained: "During this period of economic downturn we have a pragmatic vision of online marketing. Our exclusive technology-based strategy focuses on data analytics and behavioural segmentation. This allows Aedgency to offer customers personalised services at precisely the right time, helping us to increase our conversion ratio and drive clients' profits."

With this rollout Aedgency is now serving an opt-in user base of over 14 million consumers across France, Spain, the UK, Germany, Italy and Switzerland providing market-specific expertise across each of these territories.

"We have been offering interactive marketing services in Europe since 2004 and have already built an opt-in user base of over 14 million across the Continent", said Labey. "We've been expanding steadily, but in stealth mode, over the past five years and our move into our sixth national market signals our intention to put the company at the forefront of the European online marketing scene."

Notes for Editors:

The privileged communication channels that Aedgency offers in each market include:

Contextual Offers: By generating its own traffic in Europe, Aedgency offers smart targeting to enable segmented offers on the basis of context.

Email marketing: Aedgency helps brands engage with consumers directly by sending relevant offers direct to a user's inbox within twenty four hours of them running a web search on similar products or services as identified by Aedgency's analytics engine.

Aedgency Cashback: Consumers receive contextual offers from vendors in Aedgency's shopping network either through customer-facing web portal Deenero or via a downloadable toolbar.

For full details of Aedgency's integrated product suite please visit www.aedgency.com

About Aedgency

Headquartered in Dublin with offices in Barcelona, Aedgency offers performance based digital marketing which offers a gateway to privileged communication channels between brands and e-buyers.

Founded in 2004 Aedgency has been growing rapidly ever since and now operates across six European markets. Aedgency's focus is on increasing advertisers' conversion rates and it places equal emphasis on monetising its publishing networks and independent publishers' websites.

Aedgency offers brands access to millions of online consumers across Europe. Its bespoke analytics engine uses deep contextual segmentation to closely target users through the communication channel that is most likely to get a result. Through Aedgency's deep understanding of data it is able to predict exactly what a web user is looking for and offers four routes to a sale, Contextual offers, Email marketing, Aedgency Cashback and Aedgency Publishing.

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