

Italians make up highest number of visitors to Aedgency website

22nd December 2009 – Performance-based marketing is getting more and more popular among European marketers, and the Italian public seems to play a leading role in this growth of popularity. Aedgency, the performance-based marketing specialist, has indicated that the number of unique visitors to its website rocketed to their highest levels in 2009 and was able to pinpoint that the highest proportion of users accessing its corporate site were from Italy.

Out of a total of almost 355 thousand visits, over 84 thousands were from Italy, accounting for almost 24% of the total. This rapid growth in Italian users has been further enabled by the new Italian language version of the site that launched July 2009 and also due to the rising interest monetizing the web in Italy. In fact, more than the double of the total visits (almost 60 thousand) have been tracked following the launch of the Italian website.

“Italy is the market that is experiencing the strongest growth in terms of both Aedgency’s web traffic and revenue,” said Vincent Labey, founder of Aedgency. “And it’s clear, as the two results are strongly tied, that companies are interested in finding out how to make best use of their advertising budgets. Our site is a one-stop shop for those who want to learn about new online marketing tools such as behavioural targeting and contextual offers.”

The majority of visitors to the Italian site were from larger cities such as Milan (12,34%), Rome (12.13%) and Naples (7,27%).

About Aedgency

Aedgency, is a pan-European performance-based marketing specialist 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 focuses 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, Aedgency Contextual, Aedgency E-mail, Aedgency Cashback and Aedgency Partners.

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

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