

Aedgency introduces coupons to its portfolio of services

21st January 2010 – Performance-based marketing specialist Aedgency has announced the latest addition to its range of affiliate services. Aedgency now supports coupons and voucher codes to help advertisers and brands drive traffic to their sites by offering value added propositions such as free shipping, 2 for 1 offers, money off or percentage discounts.

Consumers will be able to access discount vouchers for goods and services from a range of high profile European brands via Aedgency's consumer portals. These will include two new one-stop shopping web services set to launch next month.

Vincent Labey, Aedgency founder, said: "Retail is flourishing online because it offers clear advantages for all stakeholders and at Aedgency we strive to streamline the online shopping process for all parties. The recession has changed consumers shopping habits and in the UK searches for vouchers went up by nearly 50 percent in 2009, therefore adding this to our service portfolio was a logical next step for us. Coupons also closely fit our business model by bringing together consumers who are actively seeking the best deals with those advertisers that are running relevant offers."

Over the past twelve months Aedgency has added a number of consumer-focused online retail products including its first Cashback website.

About Aedgency

Aedgency, headquartered in Barcelona, 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 five European markets. Aedgency focuses on increasing advertisers' conversion rates and monetises 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 and behavioural segmentation to closely target users through the communication channel that is most likely to get a result.

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

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