

## **Aedgency Video Guide helps marketers make the switch to conversion-based campaigns**

**2<sup>nd</sup> February 2010** – Performance-based marketing specialist Aedgency has today released the latest in its video guide series for online marketers. Aedgency's Head of Media Buy, Sven Hezel, outlines how to migrate campaigns from a CPM (Cost Per Thousand) to a CPA (Cost Per Action) payment model.

The video tip provides marketers with simple advice on how they can convert to the more profitable conversion-based rate for campaigns with very specific targets, such as downloading a brochure or making a particular purchase. The CPA rate is agreed with the partner in advance hence making it a completely transparent pricing model for advertisers allowing for accurate real-time forecasting. Sven Hezel makes two simple recommendations for making CPA work:

- 1) Marketers should set a budget and clearly defined end dates to their campaigns. Between €1,500 and €3,000 is a sensible initial budget and once the end point is reached it is straightforward to evaluate the success of the placements and thus decide whether to continue or update as necessary.
- 2) Optimisation is key; marketers should review the performance of their campaigns on an ongoing basis and adapt as necessary. This may include better targeting, but also testing of new banners, new landing pages and new placements. If products and placements are not performing, discontinue them and start testing on something else.

Sylvie Stankovic, Director of Advertising for Aedgency, said: "By following these two steps it's possible to drive more traffic to a website to increase the conversion rate, and thus ROI. Moreover by adopting a CPA model marketers will have more time to plan their next campaigns."

For more information on how to make the move to CPA please visit Aedgency's YouTube channel at <http://www.youtube.com/aedgency>, available with captions in 5 languages.

## 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](http://www.aedgency.com)

For further press information, please contact:

Andy Riley  
AxiCom  
T: +44 (0) 208 392 4073  
C: +44 (0) 7809 495 760  
E: [andy.riley@axicom.com](mailto:andy.riley@axicom.com)