

2009 growth reveals recession is no barrier to growth of Aedgency's affiliate services

11th February 2010 – Performance-based marketing specialist Aedgency has reported strong growth across all of its affiliate services, despite the difficult economic climate in Europe.

The company has seen growth across all of its business units and took over 100 new staff in 2009, to more than double its workforce within a year to number 188. The extra hires have allowed Aedgency to reorganise the advertisement division, including client-facing account managers to provide partners with in-depth consultancy, and dedicated traffic managers to implement their strategies. In addition Aedgency has made a number of high profile hires at senior level including Country Managers to direct sales at a national level and a Head of Operations to streamline processes across the business and best meet advertisers' needs.

This investment has seen Aedgency exceed targets across Europe, top-line figures indicate a 147 percent rise in the number of publisher networks that have signed up to Aedgency services within all the countries it operates in. Aedgency is particularly making in-roads into the UK market where this figure rises to 185 percent.

Alongside its core business with affiliate networks Aedgency is also developing relationships with brands and is now working with over 100 advertisers directly, alongside hundreds more through its affiliate platforms. Across Europe there has been a 225 percent increase in the numbers of advertisers choosing to work directly with Aedgency.

Commenting on the figures Vincent Labey, founder of Aedgency, said: "2009 was a difficult year for the advertising industry, even in the online space. Aedgency's growth has been steady since we started the company five years ago. Last year saw our fastest growth yet and across all our marketing gateways we were able to generate 1.06 conversions per second. The secret of Aedgency's success comes down to our firm belief in highly-advanced targeting based on our proprietary technology and our commitment to interest based marketing."

In 2009 Aedgency began building out its portfolio of consumer-facing online shopping-services, such as Deenero Cashback. The company will be continuing to develop "pull" services to complement its existing "push" contextual marketing in 2010.

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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