

Aedgency rolls out smarter email targeting through active segmentation

04 June 2009 – European performance-based marketing specialist Aedgency has introduced active segmentation to its email marketing service. This ensures clients are able to optimise spend by concentrating only on relevant prospects that have demonstrated a clear interest in particular goods or services.

Active segmentation complements Aedgency's other EDGE channels that work together to simplify the consumer's online shopping experience at each stage of the purchasing process. Active segmentation allows marketers to reach those users that have opted-in to receive targeted offers via email within twenty-four hours of running a specific web search.

Sylvie Stankovic, Head of Contextual & Emailing Offers, said: "Efficient targeting is key in countering the argument that email marketing is forever tarnished by spam. Aedgency's initial testing has revealed that significant numbers of e-shoppers are very willing to sign up to email so long as they perceive value in it. Active segmentation allows us to serve up the enhanced offers just when the consumer is searching for the best deal and this then makes the online shopping one step easier."

Active segmentation feeds into Aedgency's contextual advertising channel to combine passive (historical data) with proactive algorithms, based on key word groupings, click-throughs and proximity of searches, to build a behavioural profile of the user. Individuals are then placed into interest groups based on their preferences and graded on their likelihood to convert. By measuring engagement the marketer is able to serve relevant offers to the right audience at just the right time.

"It's far better from the perspective of brand equity to reach only a small number of interested consumers than inefficient mass mailing that is likely to annoy the greater part," said Vincent Labey, Aedgency CEO. "Active segmentation offers the best ROI and enables smaller vendors to make use of the long-tail advantages offered by the internet."

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 five 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 behavioural 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.

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

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