

Aedgency launches Spanish website

22 June 2009 – Barcelona – Aedgency, the Pan-European performance-based marketing specialist, recently launched a Spanish version of its website to reinforce its presence in the Spanish market. Currently available in English and Spanish, Aedgency has additional plans to launch versions in French, Italian and German, to optimise the company's position in each of these markets and to strengthen its Pan-European corporate strategy.

Aedgency's services offer a gateway to privileged communication channels between brands and e-buyers. They include segmented offers, email marketing and cashback.

Cashback is one of the company's most recent projects, which involves the launch of www.deenero.es, an online purchasing service that brings brands and individual shoppers together via targeted offers, and guarantees customers up to 30% cashback on purchases.

In addition to offering brands targeted approach to connect with consumers, Aedgency has made improvements to its email marketing service to help advertisers optimise their costs by specifically targeting potential customers who shown their interest in certain goods and services.

By personalising its corporate website, the company is aiming to further consolidate the user/brand relationship. Organisations interested in contacting Aedgency can do so by emailing sales@aedgency.com

About Aedgency

Headquartered in Dublin with offices in Barcelona, Aedgency offers performance based digital marketing which provides 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 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, 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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