

## Aedgency Now Speaks Italian As Well!

**Milan, 2 July 2009** – Aedgency, European specialist in performance-based marketing, has announced the launch of its website in Italian, seeking to reinforce its presence in Italy.

It is available at [www.aedgency.com/it](http://www.aedgency.com/it). Also available in French, Spanish and German, besides the “classic” English, Aedgency thereby aims to consolidate its position as a European player and to raise the company’s profile in the various countries in which it operates.

Operating for some time on the Italian market, Aedgency offers services and strategies to connect brands with e-buyers by means of privileged communication channels such as contextual offers, email marketing and Aedgency publishing.

To reaffirm its commitment to deliver innovative solutions and technologies, Aedgency recently introduced active segmentation to its email marketing service, affording marketers the opportunity to reach users who have opted-in to receive targeted offers via email within twenty-four hours of them running a specific web search. Individuals are then categorised into interest groups based on their preferences and graded on their likelihood to convert, thereby allowing a marketer to deliver relevant offers to the right audience at precisely the right time – when they are shopping online.

The establishment of the various language sites in the countries in which Aedgency operates is yet another step towards consolidating the relations between brands and consumers. The Italian version of Aedgency’s website is available at the following address: [www.aedgency.com/it](http://www.aedgency.com/it).

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

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