

Aedgency appoints Arianna Tregon as Cashback Product Manager for Deenero Spain

9 June de 2009 – Barcelona – Aedgency, European specialist in performance-based marketing, has announced the appointment of Arianna Tregon as the new Cashback channel Product Manager for Deenero Spain at Aedgency.

Deenero is Aedgency's new online, consumer-facing shopping service which complements the integrated portfolio of Aedgency's performance-based marketing EDGE Channels. This new service allows e-buyers to view Cashback offers from a robust website or across a convenient toolbar in the users' browser. In addition, Deenero users receive up to a 30% cash refund on purchases made at partner e-shops.

As Product Manager, Arianna Tregon will oversee the management of Deenero activities in Spain, strengthening strategic alliances with new clients and enlarging the user base that benefit from Aedgency's innovative cashback programme.

Arianna Tregon, at the age of 30, has five years' marketing experience. Prior to joining Aedgency, she worked in Business Development at the Lorem Ipsum Group. Furthermore, she was Marketing Director of Retail Associates and a consultant at Michael Page.

Arianna has a degree in Business Management and Administration from the Pompeu Fabra University in Barcelona.

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

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