

## Deenero awarded Confianza Online and TRUSTe certification

**24 August 2009 - Barcelona** - Aedgency, European results-based marketing specialist has announced that its first brand - the online purchasing community Deenero ([www.deenero.es](http://www.deenero.es)) - has been awarded two important certificates from the organisations Confianza Online and TRUSTe, which certify the security of its website for accessing the service and the toolbar that is available for downloading. These two certificates are a further example of Aedgency and its brand Deenero's commitment to offer users a high quality service and with all the advantages associated with the cashback model, enabling members within the community to recoup cash when they make purchases over the internet.

Confianza Online is an association that aims to increase the confidence of consumers in using the internet and digital media. The seal that [www.deenero.es](http://www.deenero.es) is entitled to use recognises the transparency and credibility of the websites and certifies their ethical and social commitment to all users, who are able to browse, purchase and share information with total confidence when using certified websites.

By becoming a certified partner aedgency, through its brand Deenero, voluntarily assumes a high level of ethical commitment and responsibility to its users. It has made a commitment to respect Confianza Online's "Ethical Code" as well as to submit to the Autocontrol advertising jury for resolving any complaints that may arise as a result of an alleged infraction of the "Ethical Code" guidelines. And it also submits to the decisions of the Consumer Arbitration Board in resolving complaints that may be made due to presumed infractions of the "Ethical Code" guidelines on online consumer contracts.

TRUSTe has included Deenero in its Trusted Download Program for downloads of the toolbar Deenero 1.0 for Windows, in Spanish and English, to be integrated into Internet Explorer and Firefox browsers. Deenero's toolbar shows the stores where users can get cashback. It also presents offers that are similar to their online searches and even tells them how much money they will get back if they buy through these websites. What is more, the bar indicates at all times the amount of cashback that the user has accumulated in his or her Deenero account.

The TRUSTe seal certifies that Deenero's toolbar offers clear and visible information about its functions and that the consent of the user is obtained before it is downloaded. It also includes a simple uninstall process and enables users to maintain control over their computer equipment.

The two seals displayed by Deenero gives users a guarantee of security and commitment on the part of the company with regard to the services that it offers. Deenero is an online purchasing service and the first consumer-focused brand from Aedgency. It complements the agency's integrated portfolio of preferential communication channels, focused on results-based marketing, and makes intelligent targeting possible during e-consumers' purchasing processes.

Cashback is the money that users recoup when they make online purchases. Thanks to Deenero, members of this community can get euros back by purchasing in hundreds of associated stores, earning up to 30% cashback each time that they buy via [www.deenero.es](http://www.deenero.es) or using the toolbar that is available for users to download free.

## About Aedgency

With its head office in Dublin and offices in Barcelona, Aedgency offers results-based digital marketing services, by adding preferential messages into its channels, thus connecting brands and online consumers.

We opened in 2004 and haven't stopped growing since. We now operate in five European markets. Our mission is to increase our advertisers' conversion rates and monetise the websites of our network of affiliates and independent online publishers.

Aedgency offers brands access to millions of online consumers throughout Europe. Using our own analysis tool, we achieve pinpoint segmentation based on context, in order to reach users through the communication channel(s) that have the greatest likelihood of success. Through our experience in data analysis, we are able to predict exactly what users are looking for and provide them with context-oriented offers, e-mail marketing, cashback and/or Aedgency Publishing.

For more information about Aedgency's integrated range of products, please go to [www.aedgency.com](http://www.aedgency.com)

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