

## **Deenero gives out 100,000 euros to Barcelona's students during its 'Back to University' campaign**

**Monday, 28 September 2009 – Barcelona** – Deenero, the online shopping service from European performance-based marketing specialist Aedgency, launched its 'Back to University' campaign in Barcelona on 22 and 23 September.

It was designed to highlight Deenero to university students in Barcelona and the campaign saw a total of 100,000 euros worth of vouchers shared out at campuses across Barcelona. Students that register for the service are able to use these coupons via the portal at [www.deenero.es](http://www.deenero.es).

Aedgency teams were dispatched to four strategic points on university campuses by vans decorated in the company livery. 20,000 folders were handed out free to students, these contained information on the Deenero cashback service and as a welcome bonus a coupon worth 5€ was included for new users registering.

The folders were designed using the corporate colours of Deenero, mainly white and green, and incorporate a silhouette showing the most iconic buildings in Barcelona. The initiative is a token of goodwill to the company's home city and throughout July Deenero gave 1€ to each registered user that attended the fifth DJs Against Hunger Festival.

Deenero is Aedgency's online shopping service, it complements its integrated portfolio of EDGE products, focused on results-based marketing. Deenero users can get up to 30% cashback (a percentage back of the total spent) for purchases made on partner retail sites.

## 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 six 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, Aedgency Contextual, Aedgency E-mail, Aedgency Cashback and Aedgency Partners.

For full details of Aedgency's integrated product suite please visit [www.aedgency.com](http://www.aedgency.com)

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