

Deenero awarded TRUSTe certification

2 November 2009 – Aedgency, the European performance-marketing specialist, has announced that its e-buyer community, Deenero (www.deenero.es), has been awarded TRUSTe certification. This officially endorses the security of the Deenero downloadable toolbar as part of its Trusted Download Program.

Deenero is a cashback service and the first of Aedgency's consumer-facing brands to be released. It complements Aedgency's integrated portfolio of consensual marketing channels which are focused on conversions rather than clickthroughs and enable smart targeting of consumers at each stage of the online purchasing processes.

The certification demonstrates Aedgency's commitment to its users by offering a secure service with all the advantages offered by cashback. The TRUSTe seal certifies that the Deenero toolbar offers clear and transparent information about its function and that the consumer's consent must be obtained before the user is able to download it. In addition the Deenero application also offers a simple uninstall process should users no longer wish to use it.

The Deenero 1.0 toolbar is available for Windows in Spanish and French and can be integrated into Internet Explorer and Firefox browsers.

About Aedgency

Aedgency, headquartered in Dublin, is a pan-European performance-based marketing specialist 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

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