

## **Aedgency appoints Ehlem Djelouat as Cashback Product Manager for Deenero France**

**26 November 2009** – Aedgency, the European specialist in performance marketing, has announced the appointment of Ehlem Djelouat as Cashback Product Manager for Deenero France.

Deenero is the consumer face of Aedgency Cashback, the e-buyer community; it allows consumers to access offers from partner retailers and Deenero members can earn up to thirty percent cashback on purchases. All offers are available via the Deenero website, which then sends e-buyers direct to the merchants' website to shop and earn cashback. As Product Manager, Ehlem Djelouat will oversee the management of Deenero activities in France, strengthening strategic alliances with new clients and growing the user base.

Commenting on her appointment Ehlem Djelouat said: "French consumers are beginning to recognise the potential offered by Cashback but further education is needed. Our challenge is to promote Deenero as a one stop shop for anyone buying online and we hope that before too long it will be perfectly natural for people to turn to Deenero whenever they shop online. Before this can happen, shopping online must become synonymous with saving money. Aedgency clearly appreciates the significance cashback is playing in other countries and understands now is the right time to enter this market. I'm delighted to be a part of a company as forward-looking as Aedgency and my personal mission is to find new solutions to make our customer's online experience even better."

Prior to joining Aedgency Ehlem Djelouat worked in a range of marketing and advertising roles at companies including Pelican Products, Barcelonaroom and Azur Media. She has a Masters degree in Marketing/Communication from La Rochelle Business School.

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

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