

## **Aedgency joins IAB Italy**

European performance-based marketing specialist becomes member of the Italian IAB office to strengthen operations in the Italian market

**9 December 2009** – Aedgency, the European performance-marketing specialist, has announced its affiliation to the Italian chapter of the IAB (Interactive Advertising Bureau), the association that represents companies working in all areas of digital advertising in Italy.

“Italy is Aedgency’s fastest growing local market, and joining the IAB represents a step forward to make further progress here”, said Vincent Labey, Aedgency Founder. “The IAB is a highly respected trade body that is at the forefront of the digital market, so it’s a natural partner for a young and growing company like Aedgency”.

Aedgency demonstrated its commitment to the Italian market and the IAB through its participation in its digital advertising show, IAB Forum Milan, where visitors were able to get an introduction to Aedgency’s full product suite at its booth. The event gave the Italian media and business representatives the chance to meet members of Aedgency’s multinational staff, which now covers more than 22 nationalities.

“Reaching out to the Italian market has proved very exciting”, said Angela Carson, Head of Communication & PR. “We were able to meet many qualified visitors who were interested in our performance-based marketing offering. The two-day event in Milan was attended by industry leaders and key local market players and our participation enabled us to learn more about the Italian scenario thanks to dozens of one-to-one meetings.”

Aedgency’s Italian website is [www.aedgency.com/it](http://www.aedgency.com/it).

## 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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