

Aedgency Video Guide offers best practice advice on Cross Targeting

15th December 2009 – Performance-based marketing specialist Aedgency has launched the latest in its range of video guides for online marketers. One of Aedgency’s lead traffic managers explains how to get the most out of cross targeting whereby advertisers can look to widen the base audience for an online campaign by extending it to different niches.

The video tip outlines to marketers a four step guide to implementing an effective cross marketing strategy:

- 1) Decide what your core audience is.
- 2) Consider how the product/service to be advertised crosses over into other areas of interest.
- 3) Once you have decided what your primary and secondary audiences are, work on the messaging to ensure it offers elements that would appeal to each of the segments you have identified.
- 4) Design specific versions of the artwork to suit each of the groups you want to reach.

Explaining the appeal of cross targeting Sylvie Stankovic, Director of Advertising for Aedgency, said: “To be effective, online marketing has to be targeted. This may raise issues of reach for some advertisers, however by using cross targeting it’s possible to maintain contextualisation without sacrificing numbers.”

For more information on how to build cross targeting into a campaign and to hear how it can be used in practice please see the full video on Aedgency’s YouTube channel at <http://www.youtube.com/aedgency>, available with captions in 5 languages.

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 five 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 behavioural 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, Contextual offers, Email marketing, Aedgency Cashback and Aedgency Publishing.

For full details of Aedgency’s integrated product suite please visit www.aedgency.com

For further press information, please contact:

Andy Riley

AxiCom

T: +44 (0) 208 392 4073

C: +44 (0) 7809 495 760

andy.riley@axicom.com