

Aedgency promotes Sylvie Stankovic to head up new advertising division

Aedgency business unit restructured to serve changing needs of advertisers

19th April 2010 – European performance-based marketing specialist Aedgency has created a new business unit to meet the increasingly sophisticated demands of online advertisers with digital advertising specialist Sylvie Stankovic at its head.

Sylvie Stankovic heads up the division in the newly created role of Advertising Director. The new business unit was developed to ensure the monetisation of all ad inventory through the close cooperation of each of Aedgency's specific advertising departments. All customer facing department heads report to Sylvie and she is tasked with working with them to build out Aedgency's business in existing and new markets and to maintain the smooth running of all teams.

Aedgency grew rapidly in 2009, doubling its workforce and seeing a near 150 percent rise in the number of publishing networks signing up to its services and a 225 percent increase in advertisers choosing to work direct with the company. To manage this growth and strengthen existing partnerships with affiliation platforms and media agencies Aedgency has restructured to bring together the Sales, Account Management, Advertising Operations and Publisher Relations departments into an integrated division. The new structure builds synergies across teams to streamline processes and reduce costs to best serve Aedgency's clients and partners.

Vincent Labey, Aedgency Founder, said: "Sylvie joined Aedgency shortly after we launched, she has grown with the company and has been closely involved in establishing many of our key services. 2010 is a critical year for Aedgency as we put our plans to update our business model into action, Sylvie's deep understanding of the market and commitment to our business makes her the perfect candidate for this role."

Aedgency began to focus on consumer-facing online shopping-services, such as Deenero Cashback in 2009. This year Stankovic will be working to implement a range of "pull" consumer web services to complement its existing "push" contextual marketing.

About Aedgency

Aedgency, headquartered in Barcelona, is a pan-European performance-based marketing specialist which connects brands to e-shoppers.

Founded in 2004 Aedgency has been growing rapidly ever since and now operates across five European markets and millions of online shoppers have opted in to Aedgency's consumer-facing shopping tools to find the best deals.

Using a combination of push and pull methods, Aedgency is able present users with the most relevant offers at just the right time in the sales cycle thanks to its bespoke analytics engine. This increases advertisers' conversion rates and monetises partners websites, whether these are part of a publishing network or independent.

For more information please visit www.aedgency.com

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