

## Digital agencies award affilinet best affiliate network

**affilinet's European service levels score top with the digital agencies, excelling in cost effectiveness, conversion, consultancy and fraud prevention affilinet in this year's Internet World Business Service Assessment.**

**Wednesday, 26<sup>th</sup> May 2010** – affilinet is delighted to announce its success in the recent network service assessment carried out by Internet World Business, a leading B2B online marketing publication. In April Internet World Business interviewed the most relevant digital agencies who work with networks on a regular basis. Agencies included Group-M, i-crossing, LBI, unique digital, bigmouthmedia and more. The survey asked them to rate the service quality of the top affiliate networks, amongst them affilinet, zanox, Commission Junction and TradeDoubler. affilinet, one of the leading European networks and number one in the German market, achieved the highest score of all the networks of 2.04 (on a scale 1-6 ). In particular the media planners rated affilinet highly in the areas of cost effectiveness, click quality, conversion rate and fraud prevention. affilinet also came out on top in the consultancy category.

„Over the past year we've increased the focus on the quality of our service and we've introduced new European service levels which guarantee all our clients a top service in all key areas such as program management, publisher management, service quality, technical services and fraud management “, says Pete Rowe, Managing Director of affilinet UK. „This approach has proved very successful with digital agencies and we're delighted that this is reflected in the high scores we were awarded.“

-ENDS-

**For more information, please contact:**

**Giles Barron**

[giles.barron@hotwirepr.com](mailto:giles.barron@hotwirepr.com)

0207 608 8355

**Annie Woodhead**

[annie.woodhead@hotwirepr.com](mailto:annie.woodhead@hotwirepr.com)

0207 608 4664

About affilinet:

Founded in 1997, affilinet is one of the most established affiliate networks in Europe, offering unrivalled experience, knowledge and heritage in the marketplace. With presence in 7 countries across Europe, affilinet have over 1,600 affiliate programs on the network.

## Press release

affilinet focuses on generating ROI for its clients utilising the affiliate channel to drive sales and leads for brands from a broad range of industries including travel, retail, finance, telecommunications, not-for-profit, FMCG and automotive. Its clients include Debenhams, Fly Thomas Cook, Harveys The Furniture Store, Interflora, Lancôme, Matalan, Next, Smirnoff and Virgin Holidays.

affilinet and sister company Sedo are owned by Sedo Holding, formerly known as AdLINK Group.