



MAZDA ENTERS AFFILIATE MARKETING SECTOR WITH AFFILINET

Mazda is entering the Affiliate Marketing arena for the first time, having exclusively signed with affilinet to run an Affiliate Program focussed on driving brochure requests and test drives for its new releases.

The campaign, which launched this month, is part of the car giant's major marketing activity which includes a Direct Response push to achieve heightened interest in its new models.

Clare Crawford, Communications Co-ordinator for National Advertising, says: "We are extremely pleased to be entering the Pay-For-Performance sector as we continually embrace new opportunities to reach potential consumers."

The Affiliate Program is part of an Online programme being co-ordinated by Mindshare. David McDermott, Affiliate Manager at Mindshare, adds: "This is an extremely exciting opportunity using the CPA model in targeting existing and potential Affiliate's sites to reach new consumers for Mazda. The transparent approach and quality focus will enable a new and extended reach to compliment Mazda's other marketing activity."

The cost-per-acquisition Program, which runs into next year, features ongoing tracking which will enable affilinet to monitor performance and refine the activity as the campaign rolls-out, whilst also providing Mazda with monthly statistics as well as weekly updates.

It has also broadened the entire Affiliate base, as Mazda has specifically tasked affilinet with targeting new quality Publishers who had not been active in the sector until now.

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About affilinet UK

affilinet is AdLINK Group's Affiliate Marketing specialist. With offices in seven European countries, affilinet is one of Europe's leading Affiliate Networks and No.1 in German-speaking countries. The Network offers Online Advertisers an effective Digital distribution channel, and its registered Publishers attractive opportunities for earning money. Approximately 1,500 Affiliate Programs and more than 450,000 Websites throughout Europe are registered with affilinet. In addition to traditional Affiliate Network Management, affilinet offers an extensive range of services, flexible product solutions and performance-based billing.

For more information, please visit www.affili.net.

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