

Matalan kicks off affiliate marketing campaign with affilinet

affilinet selected for exclusive campaign to help drive online sales

London, 31st October 2009 – affilinet, Adlink Group’s specialist affiliate marketing company, today announces that it has been selected by Matalan, the UK’s leading value clothing and homewares retailer, to run an exclusive affiliate marketing campaign. The bespoke campaign is designed to help increase online sales and will be fully managed by the affilinet team in-house.

affilinet will help Matalan seize new opportunities, allowing the clothing and homewares retailer to broaden its customer base and increase its online brand presence. affilinet’s in-house team of experts will now work closely with Matalan to ensure the retailer builds up a strong presence across a range of target channels, capturing customer data at every step of the purchasing lifecycle.

Peter Rowe, head of affilinet UK comments, “We are delighted to be working with Matalan and this new partnership is testament to the growth of the affiliate channel which is enjoying a surge of growth. In such a tough economic climate, marketing spend is being scrutinised more than ever before and we’re finding more brands like Matalan turning to us to deliver tailored campaigns that offer ROI and measurability to help budgets go further.”

Catherine Turner, E-commerce Marketing Manager, Matalan adds, “It was important we selected a partner that not only understood our business but could clearly demonstrate how the affiliate channel could help us to grow our business. The affilinet team impressed us with their vast industry knowledge and insight on how affiliate marketing could compliment our wider marketing activities and we look forward to our continued partnership.”

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About affilinet

affilinet is AdLINK Group's affiliate marketing specialist. With offerings in 7 European countries affilinet is one of Europe's leading affiliate networks and No.1 in the 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-programmes 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 the past 10 years, affilinet has been at the forefront of Affiliate Network technology in Europe and works with brands such as 1&1, eBay, Next, Mazda, Interflora and Debenhams.

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