

affilinet adds search evaluation with DC Storm

New integrated service Storm for Affiliates to boost affiliate marketing performance

London, 16 December 2009 – affilinet, Adlink Group’s specialist affiliate marketing company, today announces that DC Storm, the web analytics, tracking and pay per click (PPC) optimisation specialist, is integrating its new Storm for Affiliates offering into affilinet’s Application Programming Interface (API) within its developer portal. The new service will enable publishers to connect with affilinet’s Web Services, merging sales data from affilinet with campaign data from the UK’s three largest search engines.

Storm for Affiliates will provide publishers with a holistic understanding of different search terms and how they contribute to sales. The product’s path to conversion analysis evaluates not only the best converting search terms, but those which support other earlier stages within the buying process.

affilinet is promoting DC Storm’s product via the third-party marketplace on its developer portal. The developer portal forms a central point of reference for programmers working with the affilinet API. When browsing around, developers will find extensive documentation, code snippets and an active support forum. This open approach allows both affiliates and advertisers to build applications which securely access their data. They can then chop and change it into which ever format best fits their businesses needs.

Peter Rowe, managing director, affilinet UK comments, “DC Storm’s new solution is a fantastic campaign optimisation tool for publishers. The product will in turn benefit our clients and improve performance for our programmes, as affiliates can assess cost efficiency and campaign effectiveness more effectively. Integrating with Storm for Affiliates reinforces our strong standing in the market.”

Neil Sampson, affiliate product manager, DC Storm comments, “Search as a mechanism for delivering sales continues to grow in importance, especially given the expanding inventory available to advertisers, whether through desktop computers or mobile devices. By connecting to affilinet’s API, Storm for Affiliates enables publishers to accurately measure their ROI and assess the path to conversion in greater depth.”

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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 Matalan, Virgin Atlantic, Interflora and Debenhams.

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