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newmediaage Marketing Services Guide 2010



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The latest Bellwether Report says advertisers are showing confidence in the ad market for the first time since the beginning of the recession. While this is fabulous news for all, we're not out of the woods yet and the spotlight will remain on the bottom line as advertisers increasingly scrutinise their activity. However, this can only be a good thing for affiliate marketing as it's the only channel which is purely performance based and therefore the perfect choice for advertisers focusing on ROI.

But it's not just about deliverability. Affiliate marketing is one of the most progressive digital channels available and this year has continued to step up its game in terms of developing its reach and ability, as well as responding to advertisers' needs and expectations. Most notably, we've seen an increase in the number of third-party applications being developed by affiliates. There have been initiatives from innovative businesses such as FusePump and Skimlinks, and new tools that have specifically opened up opportunities for those who may not have been fully aware of the channel's potential. Agencies too have increasingly become much smarter about how they manage their affiliate activity, leading to challenges and opportunities for the market as a whole as agencies such as Neo@Ogilvy and i-level have strategically looked at how they work with clients to achieve maximum results.

And advertisers have continued to benefit from further consolidation within the sector, with Digital Window's acquisition of Buy.at coming hot on the heels of Axel Springer and PubliGroupe's majority stake purchase in Digital Window, drawing together the joint expertise and reach of Zanox, Digital Window and Buy.at to form Europe's market leader in affiliate marketing. Meanwhile TradeDoubler announced a significant restructuring of its entire UK operation with the creation of a unified sales team selling all of its digital solutions plus a client services team that blends all of its clients and channels.

We've also seen the arrival of an entirely new breed of operator, such as Impact Radius, which is not only providing the tools and technology for advertisers and affiliates to negotiate and deliver campaigns directly, but is also championing online and offline convergence.

So all in all, another busy year for a very dynamic sector, which has given us lots of meaty discussions for the Affiliates4u online forum, as well as allowing us to introduce new elements to our a4uexpo events. Specifically, we're adding a dedicated advertiser strand for the London show in October to help everyone understand how the market is changing and the innovation it's continuing to drive.



**Stefano Diemmi**  
MD, B!Digital UK

The mobile and digital markets are dominated by platforms, devices and methods to interact with customers. The worldwide success of iPhone, Android and BlackBerry app platforms gives brands and agencies a more immersive and integrated user experience to add to their repertoire of ways to interact with the end consumer. In turn this 'creative' interaction has sparked the interest of marketing managers, who now embrace mobile as a way to fully exploit their campaigns.

Mobile is, however, a different medium and needs a specific expertise to fully exploit its potential. The attention on mobile marketing and the requirement of a specific skillset has allowed B!Digital – the leading independent full service mobile marketing and ad agency in Europe – to emerge as the perfect partner, leveraging Buongiorno Group's unrivalled ten years' experience as worldwide leader in mobile digital entertainment, each year dealing with over 2m global mobile users.

The always-on nature of mobile means consumers can be reached at home and on the go, and underpins the popularity of newly introduced loyalty services via mobile. People are getting used to interacting with brands predominantly via their handsets. Brands are realising that everything that can be done on the internet can now be done on the mobile and are adapting their existing web presence towards more interactive and social channels, challenging agencies to devise and implement creative new ways of speaking with the customer.

Within this scenario, B!Digital supports its current and future customers with a unique approach to mobilise brands, using a roadmap of education and evolution using five simple steps:

- ① Mobilise current channels: analyse how the brand currently engages with its customers and enhance the options via mobile;
- ② Acquire permission based opt-in databases: continuous communication with high response rates;
- ③ Open interactive channels via web and mobile, listening to the needs of the user;
- ④ Use display advertising as part of any marketing campaign;
- ⑤ Launch mobile loyalty, reward and couponing programs for a long-term relationship with the consumer.

The full potential of mobile should be exploited further by large consumer brands, many of which don't yet have an m-commerce site. Technology advances including handset capabilities, location services and rich-media applications create a targeted, real-time and relevant touchpoint to interact with consumers, fully integrated with the rest of your digital and offline media. The addition of couponing and loyalty options will drive consumers to e-commerce sites, creating a unique and substantial campaign for brands. B!Digital is ready to implement these exciting new strategies for its current and future customers.