

News release

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R.O.EYE named Affiliate Marketing 'A4U' Awards finalist

Affiliate marketing agency R.O.EYE has been announced as a finalist in this year's Affiliate Marketing 'A4U' industry awards. R.O.EYE is nominated for the Community Choice 'Agency of the Year' award, a category based on votes from the affiliate online community.

R.O.EYE was founded in 2004 by digital marketing expert Mark Kuhillow, formally of Starcom MediaVest and Mindshare. R.O.EYE is now the largest specialist affiliate marketing agency, providing a network-neutral bespoke consultancy service for brands such as PC World, Estee Lauder and Alliance & Leicester.

The Affiliate Marketing Awards are made up of sixteen categories and reward excellence and innovation. The judging panel consists of experts from all areas of the affiliate industry, including media owners, directors and merchants. The 'Publishers & Community Choice' awards are chosen by the affiliates themselves through a controlled online vote, which is run by the 20,000-strong member community at affiliates4u.com

The ceremony will take place on 5 June at the Park Lane Hotel in central London.

"The A4U awards have recognised our pioneering work within affiliate marketing," said Mark Kuhillow, R.O.EYE's Managing Director. "The awards are voted for by a prestigious combination of respected industry figures and a huge number of the affiliate community – they focus on innovation, creativity and fulfilment of client objectives. R.O.EYE is a worthy finalist in the 'Agency of the Year' category as we are committed to best practice and providing outstanding client service."

About R.O.EYE

R.O.EYE (www.ro-eye.co.uk) is the largest specialist affiliate marketing agency in the UK, providing specialist marketing services to e-commerce merchants. Globally respected and firmly established within the affiliate community, R.O.EYE boasts unrivalled market expertise. The company is independently owned and has the flexibility and resource to assist clients in the development of in-house super affiliate programmes. R.O.EYE provides clients with tracking solutions, analysis and commentary to ensure accurate forecasting of budget and volume, and performance management.

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