

## Press release

### **R.O.EYE unveil pioneering new affiliate tool**

R.O.EYE ([www.ro-eye.co.uk](http://www.ro-eye.co.uk)), the UK's largest specialist affiliate marketing agency, has today unveiled Icon Planning (IP)- a pioneering new tool for affiliate merchants.

Delivering powerful and quantifiable analysis, Icon Planning is unique in the affiliate market. Focussing on individual sectors, the tool establishes which websites are controlling traffic and the affiliate programmes in operation. With this information, it then records how popular the affiliate programmes are and derives what openings there may be for potential new merchants.

“Icon Planning introduces a new dimension when analysing the affiliate marketplace. By developing proprietary planning tools to be used alongside detailed results, the software allays new merchants’ fears about affiliates and allows them to get involved in this important industry” explains Mark Kuhillow, Managing Director.

Traditional forms of market analysis have often encountered difficulties in conveying the results of the complex data yielded. Even though Icon Planning processes large amounts of data to provide the most comprehensive models of the markets, its use of simple charts and graphs allow for an easy understanding of these insights.

“The aim of Icon Planning is to demonstrate to merchants, who are unfamiliar with their relevant affiliate space, its online landscape and the best ways to penetrate it” adds Mark Kuhillow, founder and managing director of R.O.EYE. “By analysing the current position and activity of their competitors, this powerful new tool provides a competitive edge in this increasingly crowded market place”.

R.O.EYE has pioneered a number of new technologies and approaches to affiliate programmes over the last three years. Icon Planning is an offshoot of the Icon data analysis application developed by R.O.EYE to remain at the forefront of data comprehension in the affiliate world.

### **Editors notes**

#### **About R.O.EYE**

R.O.EYE provide specialist marketing services to e-commerce merchants. Delivering fast and tangible results, R.O.EYE is the largest specialist affiliate marketing agency in the UK.

Well respected and firmly established within the affiliate community, R.O.EYE boasts unrivalled market expertise. The company is independently owned and funded 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.

Clients include: PC World Business, Alliance & Leicester Commercial Bank, Freedom Finance, ManKind, Subaru, Welcome Finance.

<http://www.ro-eye.co.uk>