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## PRESS RELEASE

### **R.O.EYE warns affiliate industry of the need for best practice**

R.O.EYE, the UK's largest specialist affiliate marketing agency, today warns the affiliate industry that it must look to establish and adopt best practice, or risk damaging its current rate of rapid growth (estimated at 45% in 2007 alone\*). The agency has issued the warning following a poll conducted amongst affiliates, affiliate networks and their own clients, who all voiced their concerns in advance of last week's IAB Affiliate Council meeting.

"The affiliate industry has grown extremely rapidly over the last twelve months," says Mark Kuhillow, Managing Director of R.O.EYE. "Affiliates generated more than £3 billion of online spending last year, according to the recent e-consultancy report, compared to just over £2billion in 2006 – we all want that to continue, but we need to ensure that we are showing the brands we work with the sort of ROI they are achieving through their affiliate programmes. The industry needs to be more transparent with the figures. What does a good affiliate campaign look like? The truth is that, without any figures to benchmark against, no-one can really know and that makes it hard for the industry to demonstrate its value to clients used to more rigorous measurement."

Since its creation in 2004, R.O.EYE has looked to set and maintain standards for the industry to follow. As a pioneer in the affiliate marketing space, the agency has always strived to be professional and innovative in its approach – with initiatives such as the recent introduction of the Icon planning tool to analyse the affiliate marketplace and allow clients to understand what affiliate campaigns can achieve. This followed the launch in 2007 of the Icon data analysis application which has allowed R.O.EYE to compile and comprehend a variety of data types relating to the affiliate world.

\* Source: e-consultancy affiliate network buyers guide 2008

## **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>