

## Press release

26<sup>th</sup> March 07

### **Goldshield PLC reveals R.O.EYE as new affiliate marketing agency**

Goldshield PLC, the British pharmaceutical and healthcare company, today announced R.O.EYE as the latest addition to its affiliate marketing programme. Performance marketing specialists R.O.EYE, ([www.ro-eye.co.uk](http://www.ro-eye.co.uk)), the first and largest affiliate management agency in the UK, will be working across a number of Goldshield's existing brands.

Digital marketing is a key focus for Goldshield PLC as it looks increase its marketing share amongst UK consumers and position its offerings as the best quality healthcare products and food supplements available in the UK market today.

Mark Kuhillow, founder and managing director of R.O.EYE, says: "Goldshield already has an established online marketing strategy but our role will be to ensure that the organisation partners with suppliers who engage with its target audience. By consolidating their Affiliate Marketing, SEO and paid search, we are able to enhance the efficiencies generated online through a centralised planning model".

"With the huge growth in the affiliate industry it has become more important than ever for companies to ensure that the high volumes of traffic they receive are effectively integrated into a wider digital planning model," Kuhillow adds.

R.O.EYE is committed to driving best practice in the sector and has pioneered a number of new technologies and approaches to affiliate programmes over the last three years.

As a result, the agency has established itself as the largest of its kind in the UK. Today's announcement follows a number of other recent new business wins for the company, which also recently unveiled an affiliate industry first - its new strategic planning tool, ICON planning.

### **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>