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R.O.EYE brings 'web analytics' to affiliate marketing

R.O.EYE, the UK's largest specialist affiliate marketing agency, today launches an internal data analysis tool which will, for the first time, offer their clients the ability to analyse affiliate programme results beyond standard sales figures.

The 'Icon' tool has been redeveloped over a 12-month period and will now provide far deeper analysis of client information and affiliate conversion data, resulting in comprehensive, flexible reporting. 'Icon' follows the recent appointment of a dedicated R.O.EYE client services department and will allow R.O.EYE marketers to monitor and report on the different elements that impact their clients' sales, including affiliate genre proportions and the diverse factors driving traffic to affiliate sites. The deeper analysis will enable R.O.EYE to strengthen affiliate programmes, producing higher financial returns for clients.

"Icon places R.O.EYE in a unique position within the affiliate marketing industry. The flexibility of the software means R.O.EYE will be able to report on any kind of data clients need and at any level, making affiliate programmes more measurable, accountable and profitable", says Chris Le Quesne, data manager at R.O.EYE.

The tool, previously used to report data to the top affiliate sites, has been adapted and improved in order to meet the exact requirements of our clients. A dedicated data department is now in place to manage the new system.

"A specialised data team will free up account managers, enabling them to focus more on strategy, communication and building closer relationships with key affiliate sites. The more we know about our affiliate programmes, the more successfully we can manage them", added Le Quesne.

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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>