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AGENT PROVOCATEUR SELECTS MEDIAPLEX TO AROUSE ITS ONLINE ACTIVITY



Luxury designer lingerie brand, Agent Provocateur has selected leading ad-serving management and tracking company, Mediaplex (part of ValueClick Europe) to manage its entire cross-channel online marketing activity.

Mediaplex is working with Agent Provocateur's digital marketing agency Blowfish Digital, to track, manage and evaluate Agent Provocateur's natural search, paid search and affiliate marketing activities in the UK.

To effectively achieve this, Mediaplex has implemented its own proprietary Master Conversion Tags (MCTs) across the site, which seamlessly group all third party pixels into a single umbrella tag and de-duplicates sales by only awarding credit to the site from which the user last clicked, prior to completion of the sale.*

The integration and de-duplication of multiple marketing channels with the company's technology platform allows for accurate return on investment attribution, which in turn ensures that Agent Provocateur can apportion and evaluate their channel spend more efficiently, maximizing profit and revenues.

Farhad Koodoruth, from Blowfish Digital, comments, "We have chosen to work with Mediaplex to track our online marketing activity because they have a wealth of proven experience in this area. It is integral for our business that we know where our clients' customers are coming from, and for us to develop on behalf of our clients a clear understanding of how the various online activities are impacting each other. All this

means that we can effectively plan across media, search and affiliates, leveraging data across channels to allow re-targeting and improve our marketing efforts.

“We are already looking into next steps to take our work with Mediaplex further and we anticipate continued efficiencies and improved results for our online marketing spend.”

Alison Guise, UK Managing Director of Mediaplex and Commission Junction comments, “We are very pleased to be working with both Agent Provocateur and Blowfish Digital. It is not only important that we drive new users to their site, but also that we can track the ways in which they get there, and that we can measure which routes are most effective. We have developed an excellent working relationship and look forward to launching the next stage of our programme together in the near future.”

* This is the current industry-accepted concept of only awarding a third party with the sale on the condition that this media owner was the last click referrer prior to the sale. This methodology is changing and brands are trialling ways to attribute percentages of conversion to different channels.

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About ValueClick:

ValueClick Inc. (Nasdaq: VCLK) is one of the world's largest integrated online marketing companies. Through its individual brands, ValueClick offers comprehensive and scalable solutions that deliver cost-effective customer acquisition for advertisers and revenue for publishers. ValueClick provides advertisers and publishers with performance-based solutions through all online marketing channels. Brand offerings include:

- *vcmedia - online advertising network and ad sales for advertisers and publishers*
- *Commission Junction - affiliate marketing*
- *PriceRunner.co.uk – the UK's most comprehensive and impartial price comparison website*
- *Mediaplex - intelligent technology for digital marketing, including ad-serving, email marketing and paid search bid management.*

For more information, please visit www.valueclick.co.uk.

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