

## Pepperjam set to reinvent UK affiliate marketing industry

- Performance marketing company introduces industry-leading features to make affiliate marketing fairer, more effective and profitable with average customer revenue increase of 52%
- Wins 35 new UK customers - including Trunki, Bonmarché, and Cameo Kitchens – with continuing growth of its UK presence

**London, UK, 20<sup>th</sup> June 2017:** [Pepperjam](#), the full service performance marketing company, has announced the expansion of its UK office and a host of new industry-leading features as it looks to [reinvent affiliate marketing in the UK](#). The announcement comes just 12 months after Pepperjam shedded its previous 'eBay Enterprise Marketing Solutions' identity.

The company today unveiled details of an incredibly strong first year in the UK, announcing new customers including Trunki, Bonmarché, and Cameo Kitchens, and overall UK revenue growth of 45% per month. To further underline the success of the company's offering, its customers have confirmed an average increase in affiliate revenue by 52% since beginning to use Pepperjam's services. It also confirmed growth of its international affiliate network by more than 22%, recruiting more than 250,000 publishers globally within the past two years alone.

Pepperjam offers technology and access to a network of influential publishers to help brands make the most of their online marketing campaigns, uncovering new customers and generating business results. In response to industry demand, Pepperjam has unveiled a number of notable updates to its network and business that underline its commitment to making ecommerce solutions simple and affiliate marketing solutions more effective.

In its latest move to shake up the industry, Pepperjam has announced the UK roll-out of its **Dynamic Attribution Suite**, a range of new features which champion the notion that there's no such thing as one-click purchase. The features reward publisher loyalty and offer fairer pay-outs, therefore also helping brands improve margins.

### KEY FEATURES:

- **In-Cart Attribution** – Offering a fairer reward structure for influencers based on their individual contribution to a purchase. Eliminates commissions for drive-by coupon usage—when a consumer has a product in-cart but opens a new window to find a promotional code immediately prior to purchase.
- **Code Suppression** – Allowing advertisers to blacklist codes not intended for promotion, eliminating incorrect pay-outs and increasing margins and ROI.
- **Preferred Publisher** – Rewarding publishers for contributing to a buyer's journey, allowing advertisers to designate select publishers as preferred.

Regardless of when a consumer finally makes a purchase, publishers are rewarded for referring the sale.

- **Exclusive Coupon** – Allowing advertisers to assign a coupon code to a publisher and reward them with commission regardless of which partner refers the transaction.

Other features that set Pepperjam apart in the UK market include currency conversion, as well as offering access to an international publisher network from a single gateway. The company has also revealed plans to roll out additional features in the coming weeks and months as part of its continuing evolution. This includes new functionality to help advertisers analyse Pepperjam's database to uncover the most relevant publishers and to identify how best to work with them to meet business goals.

**Steve McNiven, UK & European head of ecommerce, Trunki said:**

*“Since we’ve started working with Pepperjam, our affiliate revenues have grown in the UK each year and we’ve been able to expand into the USA, France and Germany; a testament not only to the company’s technology but also to their stand-out service and international knowledge. Pepperjam really is an extension of our team – we enjoy working with them and they always go above and beyond to help us see a solid return on our investment.”*

**Rachael Stocks, online marketing manager, Bonmarché said:**

*“Working with Pepperjam has delivered exactly what I had hoped for. Using the network we have been able to access a greater affiliate base and as a result have increased revenue from our affiliate campaign by 55% YOY\* while reducing costs!”*

**Oliver Wicksteed, partner, Cameo Kitchens said:**

*“Working with the affiliate marketing team at Pepperjam has had a positive and significant impact on our business and has provided us with both increased revenue and an expanded customer base.*

*“Recent growth has been very impressive and the support we receive from their team is genuinely excellent.”*

**Derek Freer, UK general manager, Pepperjam said:**

*“Affiliate marketing has a bit of a perception problem, but it’s actually an incredibly valuable tool in the marketing mix that helps brands expand into new markets with minimal effort.*

*“At Pepperjam we thrive on building relationships with our UK clients and affiliates and are obsessed with creating value for them both, and that’s why I’m so excited about our new features and services. They recognise the historical challenges that affiliate marketers have faced and offer solutions that make the whole process fairer, more efficient and profitable.*

*“We’re really reinventing the whole meaning of affiliate marketing and so far, brands have responded very positively to that change. I’m looking forward to overseeing continued UK success over the next year.”*



Pepperjam is sponsoring MagentoLIVE (27-28 June, London) and Affiliate Huddle (30 June, London).

### **About Pepperjam**

Pepperjam provides expertise and technology that enables brands to live up to their true potential. With innovative technology platforms, extensions and services, bolstered by decades of commerce expertise and the leading affiliate network, Pepperjam connects data and analytics across all performance channels.

Headquartered in Wilkes-Barre, Pa., Pepperjam is a global provider with offices in London, New York, Philadelphia, Santa Cruz, Tempe, and Toronto. Pepperjam is a portfolio company of Banneker Partners and the Permira Funds.

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### **About Bonmarché**

- Bonmarché's (BON:LN) mission is to make mature women feel fabulous about themselves in stylish quality clothing at affordable prices.
- It is one of the UK's largest women's value retailers with its own store portfolio, website and mail order catalogues
- Established in 1982, the Bonmarché business has more than 30 years of experience in this growing market segment, operating out of 300 stores across the UK.
- Bonmarché listed on the AIM market in November 2013 and was admitted on to the London Stock Exchange Main market in October 2015.
- For more information visit [www.bonmarche.co.uk](http://www.bonmarche.co.uk)

### **About Cameo Kitchens**

Cameo Kitchens is a specialist kitchen design, appliance and installation company based at Hillgrove Business Park, Nazeing.

It sells appliances from leading brands such as AEG, NEFF, Siemens, Bosch and De Dietrich, delivering them to the whole of the UK mainland.

For more information visit [www.cameokitchens.co.uk](http://www.cameokitchens.co.uk)

### **About Trunki**

We are a team of big kids dedicated to imagineering cool stuff that puts the brakes on tiring travel and the smiles back on family faces.

We believe travel is about new experiences, creating memories and making every journey just as enjoyable as the destination. We understand that whilst parents buy products, children make friends with them, so everything we create has the functionality that grown-ups value, and the personality that kids adore. We have a team of talented imagineers that are dedicated to making travelling with tots a doddle. They use ingenious design (and a little bit of fairy dust) to create products for every journey, whether it's a day trip to the zoo, or a round the world trip.

For more information visit <https://www.trunki.co.uk/>