



PRESS RELEASE

06/02/08 - For immediate release

Businesses should take a share of £3 billion online industry

A service has been launched to help businesses get a share of the £3 billion UK affiliate marketing industry.

One of the UK's biggest networks of incentive shopping portals [eDealsUK](#) has launched [Cashback Partners](#).

It's an easy way for businesses to increase website revenue every time existing customers do any online shopping.

The website www.cashbackpartners.com explains the concept of cashback shopping, and how customers benefit from cheaper shopping while boosting profits.

Existing deals with non-charity partners include [NHSCashback](#) and [Purple Parking](#).

The site's marketing manager Nadeem Azam said: "Companies like GMTV and PayPal have started to do this recently as a service for their audience. This is about easily adding a free online shopping channel to an existing website.

"Supporters do their usual online shopping from 1,400 retailers and earn cashback. A major chunk of the referral fee paid by the retailer is given back to the shopper, and a large chunk of the rest goes to the business.

"This can quickly become a hugely profitable revenue stream for businesses with very little effort. All the work is done for them meaning it becomes an automatic revenue stream."

eDeals UK Limited has been providing cashback services for hundreds of thousands of customers, who have saved on millions of pounds of shopping over the last four years.

It has 44 staff supporting its 180 websites, including 45 loyalty reward portals run on behalf of partners.

In all the company gives customers cash back from more than 1,400 UK retailers.

Affiliate marketing grew by 45 per cent in the UK last year, with sales exceeding £3 billion in 2007.

Nadeem added: "This is a no brainer for any business that has a loyal audience to its website. And that's many of the UK's big businesses.

"In these times where revenue streams are being squeezed, this is the perfect way to generate more money while providing a valuable service to customers. We expect more organisations to tap into the extra revenue stream a loyalty shopping service can provide."

ENDS

NOTES TO EDITORS

- For any further information or interviews please contact Paul Green on 08452 303049, or email press@publicityheaven.com
- You can download press resources at www.edealsuk.com/press
- eDealsUK is run from a base in Keighley, West Yorkshire