



dgm Launches First Affiliate Marketing Program For New Fashion Retailer MRP.com

Online acquisition agency will help extend fashion retailer's reach into Australia and New Zealand

New online fashion retailer, MRP.com, has chosen to launch their Australia / New Zealand affiliate program exclusively with affiliate network, dgm (www.dgm-au.com). As a hugely popular retailer in South Africa, famous for fashionable looks at every day value prices, MRP.com is looking to expand and reach out to a worldwide audience focusing on growth with their online offering. The team at dgm were selected to launch the brand in the Australian and New Zealand markets.

The appointment continues dgm's success in expanding its retail portfolio of fashion clients.

The MRP group is a value retailer based in South Africa selling clothing, homewares and sportswear at exceptional every day value. Established in 1987, the brand is the fastest growing retailer in South Africa and is now looking to grow internationally.

Dylan Cherry, head of acquisition at MRP.com, said: "We're incredibly excited about our international expansion and are confident that the dgm team can deliver the reach and growth we're estimating for the Australian/New Zealand markets. It will be an exciting expansion for MRP.com and we're pleased to have partnered with dgm for in-market support."

Chris Garner, performance strategy director at dgm, said: "We are delighted to welcome MRP to the Australian and New Zealand market. dgm are responsible for some outstanding growth in fashion sales for the ANZ affiliate market at over 500% year on year. More and more international brands are entering the burgeoning online space here with great success. Judging by the hot fashion available on MRP coupled with the wonderful user experience and price, we know MRP will make a huge impression with Australian online customers and establish themselves within the top five apparel retailers in no time at all."

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EDITOR'S NOTES

About dgm

dgm works with Australia's leading advertisers, web site publishers and agencies to devise and deliver online marketing campaigns across the key areas of search engine marketing, affiliate marketing and display advertising. dgm's clients have access to sophisticated proprietary technology and are guided by experienced account management and consultancy teams, to achieve high-performing online marketing campaigns that fulfil their business objectives such as more leads, more sales and greater brand awareness.

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