

dgm & JD Williams announce co-sponsorship of the 2010 A4U Awards

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Press release from: [dgm](#)



dgm, the UK's most experienced affiliate network, have joined forces with JD Williams, the UK's leading direct home shopping company to be co-sponsors of the 2010 A4U Awards.

Now in its 4th year, the A4U Awards is the must-attend event of the affiliate marketing industry. The A4U Awards continues to grow in prominence and prestige as a key event in the digital marketing calendar. Attended by some of the sharpest, most innovative minds in the channel from the network, merchant, agency and publisher worlds, the A4U Awards brings together the movers and shakers from the industry to celebrate the year's achievements.

dgm & JD Williams will be scheduling a series of promotional activities in the run up to the awards night. These will include promotional campaign activity, a competition for tickets for seats at dgm and JD Williams' VIP tables, and some affiliate events with an opportunity to get the latest updates and meet the JD Williams team.

In addition JD Williams and dgm will be sponsoring the Best New Entrant award category.

"dgm is delighted to be partnering with JD Williams as co-sponsors of these years Awards," says Carl Davis, dgm's CEO. "We are both very pleased to be associated with this prestigious event that celebrates and rewards the high standard of work we all do as an industry. As a network we also champion innovation, so we are pleased to be able to sponsor the Best New Entrant category".

Dominic Smith, E Business Development Manager at JD Williams commented, "JD Williams is proud to co-sponsor this years A4U Awards with DGM, who have been helping us improve and deliver the affiliate program over the last 3 years. With affiliates delivering increasingly more online sales, it is important to be associated with an event which celebrates their contribution"

The A4U Awards will take place on the 9th June 2010 at the Grosvenor House Hotel, Park Lane, Mayfair.

For further information on dgm please contact Chris Russell-Smith (t: 020 7943 4200), and for JD Williams enquiries please contact Dominic Smith (t 0161 238 2124)

About dgm

dgm is a leading performance-based online marketing and technology company. We deliver multi-channel and stand-alone solutions across the digital marketing spectrum. Advertisers, agencies and media owners benefit from dgm's personalised approach to search engine marketing & optimization and affiliate marketing solutions to help them achieve their online marketing and e-business objectives; whether that's more sales or leads, increased traffic, brand awareness or additional revenue. dgm combines leading proprietary tracking & reporting technology with cross-channel consultancy, performance-based marketing and proactive account management to empower you with control over your campaigns; enabling you to maximise your business return.

About J D Williams

J D Williams & Company Limited, is the UK's leading direct home shopping company, operating over 20 successful catalogue brands. Our catalogues offer a huge selection of clothing and other products for all ages and sizes. All our clothes are designed to provide the best fit at the best value.

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