

nonstopConsulting launches INFX interface for Affiliate Marketing within the Travel/Airline segment

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In a highly competitive landscape like travel/airline business Top-Affiliates requests best-of-breed support and advanced technical solutions from Merchants. Also they want to have as much as possible content/useful data. Within the travel industry e.g. airlines and car hire companies work beside others with so called INFX data. The original intention of INFX (abbreviation for Infox) has been to deliver a data string including all information for one single last minute offer on a weekly basis via paper to travel agencies. The data string includes information on flights, hotels etc. but was a pre-configured package. Within today's online/internet world of price comparison machines and dynamic packaging INFX in his original form is useless for Affiliate Marketing and Search Engine Marketing (SEM) campaigns. But tour operators, airlines, car rental companies and others still have actual data based on INFX.

Based on dedicated know-how and experiences within the travel segment nonstopConsulting has build a solution to make existing INFX data available for Affiliates. This tool allows clients within the travel/airline segment to convert INFX data into Affiliate/Publisher optimized product feeds also for search engine marketing.

nonstopConsulting was originally founded in Munich end of 2001 by Thomas Peters. Services and solutions have focused on Affiliate Marketing Management and Cash-Back promotions in the German speaking regions in Europe. In between the group still has a particular expertise on Affiliate Marketing Management but has also expand its business into Keyword Advertising/SEM campaign management. Based on more than 5 years of experience nonstopconsulting has developed dedicated tools for Affiliate Marketing and has pioneered the concept of a "virtual Affiliate Network". To strengthen the international business a dedicated legal entity – nonstopConsulting International – has been set up co-founded and headed by Peter Potthast and Ralf Hein. In total a multilingual team of approx. 35 experts offers implementation and management of Affiliate Marketing Programmes as well as SEM-campaigns. As industry know-how becomes more and more important to our clients the group has formed three divisions: eTail/Retail – Travel/Airlines – Finance. This structure allows us to support global acting customers as well as local players at it's best. As an independent performance marketing agency nonstopConsulting has teamed up with all leading Affiliate and Ad Networks in Europe&UK, in US, Canada and Australia and is a Google certified company.

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[You can find this press release here](#)