

OTTO group, second only to Amazon in B2C online business, to expand cooperation with nonstopConsulting

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Press release from: [nonstopConsulting](#)



OTTO Group - with online sales of over 4 billion euros and second only to Amazon in online business to the customer – relies on Munich based authority nonstopConsulting, an expert agency in international affiliate marketing management in Europe.

From October 1st on, nonstopConsulting will in addition to Germany also manage the affiliate marketing activities for OTTO NL in the Dutch market.

“nonstopConsulting has a long history in managing affiliate campaigns for the OTTO Group. The successful management of the affiliate programs for OTTO and Schwab in Germany, our local presence in the Netherlands, as well as our international expertise, were fundamental for OTTO NL to trust in our services and solutions for the Benelux market”, Peter Potthast, MD nonstopConsulting.

The OTTO Group is a leading international trading and services corporation, whose 123 major companies and 53,000 employees in 19 countries do business in a worldwide market. Innovative catalogues, award-winning online shops and a growing number of attractive retail stores successfully enhance the merchandise appeal of the entire fashion, living and technology range. As a network of companies that do business worldwide, the OTTO Group puts its international experience and expertise to use for attractive travel, logistics and financial services offerings.

“e-commerce continues to be the main driving force behind the growth in the Otto Group’s core business. According to preliminary figures, online demand in the business-to-consumer (B2C) segment as a whole rose in 2006/07 by 33 percent to 4 billion euros, once again well above forecasts.” OTTO Press Release Hamburg, 28 March 2007

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Founded in 2001, nonstopConsulting is one of the oldest and largest independent Affiliate Management Agency in Europe. With programmes on all leading affiliate networks in Europe, UK and North America, in more than 12 countries worldwide, nonstopConsulting has a leading international reputation with expertise in Affiliate Marketing Management, working with many big-name brands and SME companies. Over the last four years we have successfully expanded our business into Search Engine Marketing and PPC campaign management. Based on more than six years experience, nonstopConsulting has

developed dedicated solutions and tools that implement highly competitive and technically advanced affiliate marketing solutions, securing maximum results for our client's. nonstopConsulting also pioneered the network-of-the-networks concept - the "Virtual Affiliate Network". A multilingual team of 30+ performance marketing experts offers setup, technical implementation, management of regional and international affiliate marketing programmes and SEM-campaigns. nonstopConsulting is a Google SEM certified company and one of the first Google Checkout certified agencies.

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