

## easyCar, London selects nonstopConsulting for handling the Affiliate- and PPC-Campaign Management in Europe

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MUNICH, September 22nd - Car rental firm easyCar has hired nonstopConsulting to run its performance marketing activities, Affiliate- and PPC-Campaign Management, across Europe.

easyCar has drafted in nonstopConsulting to handle Affiliate Programs and Paid Search Campaigns in Germany, France, Spain and the Netherlands, with work expected to go live on 1 October. Further countries will follow based on easyCar's growth strategy in Europe.

nonstopConsulting has already managed successfully the European easyCar Affiliate Programme outside the UK for the last 12 month. Based on this working relationship and the international expertise in the field of performance marketing, nonstopConsulting has also been selected now as PPC campaign agency across Europe.

easyCar.com CEO Bill Jones said: "We're very pleased with our new roster of digital agencies and we're convinced we have a strong team behind us, helping us to drive forward into 2009."

Peter Potthast, Managing Director of nonstopConsulting, said that the easyCar deal is another positive proof point in the international roll-out concept of nonstopConsulting handling complex, multilingual performance marketing campaigns. The agency will concentrate on further developing easyCar's presence in the European Publisher community, on price comparison

Founded in 2002, nonstopConsulting is one of the most experienced and largest, privately owned and independent, Performance Marketing Agency in Europe. With programs on all leading affiliate networks in Europe, UK and North America, in more than 15 countries worldwide, nonstopConsulting has a leading international reputation in Affiliate Marketing Management, working with many big-name brands and SME companies. Over the last years the agency has successfully expand business into international SEM/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 40+ online marketing experts offers setup, technical implementation, management of regional and international affiliate marketing programmes and PPC-campaigns. nonstopConsulting is a Google SEM certified company and one of the first Google Checkout certified agencies.

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