

Signet Trading Announces New Partnership With Affiliate Network buy.at



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Signet Trading and leading affiliate network, buy.at, has announced a partnership which will offer consumers greater access to money saving offers on gifts, jewellery and watches.

Signet Trading is the parent company to the UK's leading high street jewellers [H. Samuel](#), [Ernest Jones](#) and Leslie Davies. As the UK's leading jewellery and watch retailer, Signet offers a huge range of leading brand watches and jewellery and a wide range of offers and promotions. The new partnership with buy.at is hoped to boost consumer awareness of Signet's two online stores, H.Samuel and Ernest Jones and promote greater consumer awareness of its offers and promotions.

Nicky Brown, Head of Multi Channel at Signet, commented, "Affiliate sales are a core element of our online marketing strategy and with the help of Buy.at we can grow our programme immensely."

buy.at is one of the biggest affiliate networks in the UK with over 7 years experience working with the UK's largest ecommerce retailers including Marks and Spencers, Next, La Senza, Mothercare and Additions, with a 200% increase in growth in the last three years.

Buy.at has been totally focussed on affiliate networks since 2002 and was bought out in 2008 by AOL, the industry's largest advertising platform. This allows buy.at to deliver the world's most powerful digital advertising solution by combining the AOL platform with mobile technology, video, Advertising.com third party displays, affiliate networks and the behavioural and contextual targeting capabilities of TACODA and Quigo.

One of the key reasons that Signet has chosen buy.at is because they operate an 'open network', which means that they allow their clients to build direct relationships with their affiliates. By allowing affiliates and advertisers to meet at networking and educational events valuable relationships are developed that allow clients and affiliates to learn from each other.

For added value, buy.at also employs a unique affiliate development team of 5 people whose job it is to maintain and broker optimum relations with existing affiliates, and also to source, review and recruit new affiliates onto an advertisers programme.

It is this combination of experience and proactive account management combined with the H.Samuel and Ernest Jones product ranges and offer-driven initiatives that make the buy.at and Signet partnership promising. Consumers will benefit because they will have more access to, and awareness of, promotions and offers across a wider range of media and networks. In turn, this will benefit Signet by driving customers to its websites and enlarging its online profile.

About

H.Samuel and Ernest Jones are part of the world's largest speciality jewellery group, Signet Jewelers. H.Samuel has almost 400 stores in the UK with over 140 years' experience, starting in 1862 with a small store in Liverpool. Ernest Jones has grown from a single store on London's Oxford Street in 1949 to a national chain of over 200 stores. Featuring an incredible range of branded watches, H.Samuel and Ernest Jones also have a stunning range of [Pandora](#) jewellery, [Chamilia](#) beads, collectibles and gifts for all occasions, offering something for every taste and style.

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