

# Habitat Launches Affiliate Marketing Programme With Bigmouthmedia And Digital Window



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Bigmouthmedia has been announced as having been chosen by Habitat, the international household furnishings retailer, to manage the launch of its exclusive new affiliate marketing programme in conjunction with Digital Window.

In January 2009, Habitat began creating a fully transactional website to penetrate the online shopping market which launched in November 2009. Managed by bigmouthmedia, the multi-award winning [digital marketing agency](#), the Habitat affiliate campaign will reap the benefits of launching on both Affiliate Window and Buy.at platforms simultaneously which will offer access to the programme to a variety of preferred partners.

Andrew Girdwood, Head of Strategy at bigmouthmedia, commented: "This is a truly exciting campaign to be involved in. Not only are we working with one of the most iconic brands in UK retailing, but the involvement of both Digital Window and bigmouthmedia will see two of the digital world's leading companies working in close partnership. We expect that dynamic to deliver some truly fantastic results."

Denise Fender, Head of Ecommerce & Digital Marketing at Habitat, added: "Habitat is really excited to be launching their affiliate program

with bigmouthmedia and Digital Window. Not only will the new program help showcase the quality and range of Habitat's online collection, but it will also help raise brand awareness and encourage footfall to our local stores. We picked bigmouthmedia to help manage our affiliate marketing based on their experience and ability to integrate the campaign with our wider digital efforts."

## **About**

## **bigmouthmedia**

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: [Search engine optimisation](#), PPC, Online Media Planning, affiliate marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily [digital marketing news](#) to ensure clients are fully informed and aware of all industry developments.

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