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Press Release

metapeople – part of NetBooster Group - appointed as European digital advisor for international premium fashion brand MARC O'POLO

metapeople, part of **NetBooster Group** (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent international agency in digital performance marketing, announces the extension of its collaboration with premium modern casual brand, **MARC O'POLO**.

After a successful collaboration, with metapeople managing MARC O'POLO's Affiliate Marketing in Germany, the fashion brand has extended metapeople's remit to all digital channels (PPC, Display and Social Media) across 7 markets in Europe (DACH region, France, Belgium, Sweden and the Netherlands). metapeople will significantly increase online store sales for MARC O'POLO through a tailored, integrated multi-channel strategy, with a cross device approach

"*We chose metapeople because the competence of the team and their approach to the whole marketing mix convinced us;* says Dr. Felix Kreyer, Online Director at MARC O'POLO International GmbH. "*Furthermore, the results of our cooperation have been very positive so far. Since the start of our partnership with metapeople in January 2013, the order value from our affiliate campaigns has increased three-fold and our performance has improved continuously. We would also like to grow channels such as PPC, display and social in the same way and look forward to implementing this with the metapeople team.*" Dr. Kreyer adds.

Founded in Stockholm in 1967, MARC O'POLO is a Germany based premium casual apparel brand with own stores and POS in 30 countries around the world. The online shop is live in Germany, Austria, Switzerland, the Netherlands, Belgium, France and Sweden.

Thanks to NetBooster Group's global positioning and extensive European footprint, metapeople is able to deliver MARC O'POLO's cross-territory and cross-channel performance campaigns, whilst providing tailored and localized market expertise.

 "*We're look forward to working closely with MARC O'POLO*", says Julius Ewig, Managing Director of metapeople GmbH in Germany. "*The plan is to close the gap between brand and performance to be successful long-term across all channels. This can be achieved through more efficient integration and the generation of useful data, enabling metapeople's experts to achieve a higher level of personalisation and to raise performance to higher levels.*"

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About NetBooster Group | www.netbooster.com

NetBooster is a leading independent international agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.).

About metapeople GmbH l www.metapeople.com

As an agency for effective performance marketing metapeople GmbH provides premium solutions for Affiliate, Display Media, SEA, SEO, Social Media, Data & Analytics as well as Consulting and Tracking from a single source. metapeople has been operating for more than 18 years and +25 locations worldwide. Since May 2011 metapeople works together with the affiliate- brand metaapes, who were founded 2004 and with NetBooster. Thus they can realise best quality for their customers in all major European markets.

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