



EBay Enterprise Marketing Solutions Becomes Pepperjam

Newly Independent Performance Marketing Leader Also World's Premier Affiliate Network

Wilkes-Barre, PA — April 6, 2016 —After [separating from eBay Inc.](#) in November, eBay Enterprise Marketing Solutions has given itself a new name—and a decidedly new look. Returning to its roots, the performance marketing leader has rebranded as Pepperjam, the company announced today.

Founded in 1999 as an ecommerce company, the original Pepperjam doubled down in performance marketing with the launch of one of the first and fastest-growing affiliate networks before being [acquired by eBay Inc. in 2011](#). Michael Jones, who served the original Pepperjam as general manager, now leads the new Pepperjam as CEO.

“In Pepperjam, we have found a true partner that manages our performance marketing channels—including affiliate, attribution, display and paid search—holistically,” said Sheela Battu, Director of Web Marketing at Calvin Klein. “Pepperjam’s recent investments demonstrate its commitment to helping its clients solve their toughest marketing challenges in this rapidly-evolving environment.”

“With our recent acquisitions of [Digital Net Agency](#) and [AffiliateTraction](#), Pepperjam has brought together some of the greatest minds and technology in performance marketing, supported by the world’s leading affiliate offering,” said Pepperjam CEO Michael Jones. “We wanted a name that conveyed the hunger and infectious energy of our employees. Returning to Pepperjam felt right.”

“While the Pepperjam brand was created years ago primarily as an affiliate company, we have evolved through acquisitions and organic growth to become a clear leader in performance marketing,” Jones continued. “In a time of growing complexity for marketers, we’re pleased to unify behind a name that embodies commerce-focused marketing technology, expertise, and the insights that connect data and analytics across all performance channels and devices.”

Marketers have spoken: Econsultancy’s *Quarterly Digital Intelligence Briefing* indicates that the vast majority of marketers believe that cross-channel marketing and multi-channel management are now critical to their success. Pepperjam has a deep understanding of branding and what drives ecommerce conversions—from the top of the funnel down. Pepperjam’s expertise in planning, execution and optimizing programs across all channels by introducing and measuring the right KPIs for each client drives incremental revenue for its clients and partners.



Pepperjam provides the following industry-leading technology & services:

- The Pepperjam Network
- Affiliate marketing management
- Analytics and insights
- Content and design
- Display advertising
- Search marketing
- Social marketing

The company's clients include many of the world's leading brands and retailers: Aeropostale, American Greetings, Dooney & Bourke, GNC, Good Year, Grainger, Kate Spade, Levi's, NFL, Rite Aid, Sallie Mae and Zales.

About Pepperjam

Formerly known as eBay Enterprise Marketing Solutions, Pepperjam provides brands and retailers with the resources and confidence needed to promote their brand and grow their business. With products and services supported by decades of commerce experience, and the leading affiliate network in the world, it connects data and analytics across all performance channels and devices to generate creative solutions.

Headquartered in Wilkes-Barre, Pa., Pepperjam is a global provider with offices in London, New York, Philadelphia, Santa Cruz, Sydney, Tempe, and Toronto. Pepperjam is a portfolio company of Banneker Partners and the Permira funds.

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