

EBay Enterprise Marketing Solutions Acquires AffiliateTraction to Create World's Largest and Most Advanced Affiliate Marketing Offering

Enhanced technology and analytics will generate business-changing insights for advertisers, publishers, and agencies

Wilkes-Barre, PA — January 11, 2016 — [eBay Enterprise Marketing Solutions](#) today announced that it has acquired [AffiliateTraction](#), the largest and most well established multi-national affiliate marketing agency in the world. Terms of the transaction were not disclosed.

Headquartered in Silicon Valley, with offices in Toronto, London and Sydney, AffiliateTraction is a global, full-service performance marketing agency that specializes in incubating, managing and growing affiliate marketing channels for top brands and retailers. AffiliateTraction's best-in-class technology recommends affiliates with which a retailer should work, and then optimizes those affiliates. For advertisers, AffiliateTraction's system automates both dynamic attribution — telling retailers who they're going to pay — and dynamic commissioning — telling them how much they ought to pay each affiliate. At the same time, insights provided by AffiliateTraction's technology inform publisher decisions about the best advertising partners, empowering publishers to make better decisions and more revenue. AffiliateTraction's Founder Greg Shepard, will become chief strategy officer at eBay Enterprise Marketing Solutions.

“This acquisition significantly enhances our performance marketing technology and enables us to better serve the complex, evolving needs of leading brands and retailers,” said eBay Enterprise Marketing Solutions CEO Michael Jones. “AffiliateTraction's advanced technology gives advertisers and publishers an unparalleled view into their businesses—and allows them to add scale and exceed their performance marketing goals with incredible efficiency. By incorporating AffiliateTraction's technology, unparalleled performance marketing talent and actionable insights to our Network ecosystem, we'll be able to connect advertisers, publishers and agencies to drive commerce, true loyalty and growth in key markets around the world.”

“Over the past 15 years, working with virtually every network around the world, we have evolved alongside eBay Enterprise Marketing Solutions as a technology agency hybrid,” said Mr. Shepard. “Together we represent the most powerful technologies in the industry. The good news for agencies is that we will empower them with the same tools that contributed to our own growth and success. Publishers will now receive major enhancements, integrated into a single platform that features a massive base of premium brands. Our technical capabilities are second to none, and as our first order of business we will create a new genre in performance marketing.”

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“We’ve had great success with AffiliateTraction, and we look forward to working with the wide array of quality publishers who work with eBay Enterprise Marketing Solutions,” said MonkeySports Ecommerce Director Tom Barr. “Combining the technology and expertise of AffiliateTraction with the innovation and cost effectiveness of eBay Enterprise Marketing Solutions is a big win for our business, our affiliate partners, and our customers.”

This story first appeared in [MediaPost](#).

About AffiliateTraction

AffiliateTraction is a full-service performance marketing agency that specializes in incubating, managing and growing affiliate marketing channels for the top brands and internet retailers. It is the largest and most well established multi-national affiliate marketing agency in the world, with offices in the US, UK, Canada and Australia. AffiliateTraction's clients include global brands and retailers as well as flagship regional merchants who value exceptional affiliate and network quality standards and a focused dedication to affiliate channel management.

About eBay Enterprise Marketing Solutions

eBay Enterprise Marketing Solutions enables brands and retailers of all sizes to deliver consistent omnichannel experiences across all retail touch points to attract and engage new customers and convert browsers into loyal buyers. With unrivaled flexibility and control, our clients accelerate performance marketing metrics and win with today’s digitally connected consumer. eBay Enterprise Marketing Solutions is headquartered in Wilkes-Barre, Pa. and has offices in King of Prussia, New York, San Francisco, San Jose, and Tempe.

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