

Press release
Stockholm, April 8, 2010

Getupdated selected internet marketing partner to fashion retailer Republic

Getupdated's UK subsidiary Just Search has been chosen as strategic internet marketing partner by fashion retailer Republic for PPC management. The full scope of the cooperation is not predefined, but a successfully completed test campaign is now followed by a full scale campaign during the coming half year.

"Republic is a well reputed and successful fashion business. Our first campaign for them increased their non brand paid search revenue by 32 per cent, month over month, so we have really raised their expectations on our capabilities", comments Getupdated's CEO Paul Yates.

Republic is a well known, UK high street clothing retailer , selling a variety of brands such as Diesel, G-Star, Miss Sixty and Bench. They also market their own clothing brands such as Soul Cal, Miso and Crafted. Alongside physical shops, Republic also has a full E-commerce service.

Just Search UK was selected strategic internet marketing partner to improve revenue and cost efficiency of the companies paid search campaign. The objective is to increase the overall quality of the traffic to produce more revenue for less cost.

A six months PPC-campaign is launched, set to increase monthly PPC-visitors by 37 per cent. Further plans for growth within the paid search channel are also being developed.

"Within a short period of time Just Search have made a significant increase in the profitability of our PPC campaign. From working closely with their team, we have managed to greatly reduce the cost of our PPC activity whilst increasing revenue," says Mark Kelly, E-commerce Manager at Republic.co.uk

For further information, please contact:
Paul Yates, CEO of Getupdated Internet Marketing AB
Ph: +44 7966 077 583, E-mail: paul.yates@getupdated.com

This is Getupdated Internet Marketing AB

Getupdated is an international vendor of innovative Internet marketing services. Getupdated has a complete portfolio of services covering search engine optimization, paid search, social media, web development, visitor conversion, media planning and web analysis. The Getupdated Group has some 230 employees in Sweden, the UK, France and Ireland. The parent company Getupdated Internet Marketing AB is listed on NASDAQ OMX First North Premier and its Certified Adviser is Erik Penser Bankaktiebolag.

