

eCircle launches Bestbuymoney.co.uk a lead generation portal helping consumers to make better financial decisions

London, 30th September 2010. Leading pan-European email marketing company eCircle, is launching a website to generate qualified prospects for its clients. The lead generation site has been developed to help consumers assess their options and find a supplier that is suitable for their individual needs.

The website offers consumers simple tips and comparison tables for financial services offers from the UK's leading brands including loans, utilities, credit cards, mortgages, and insurance. Brands can sponsor short profiling questions and will then generate leads that are fully opted-in for contact by email, post or telephone.

Opportunities are also available for advertisers to further target relevant visitors by the growing popularity of the [BestBuyMoney](#) newsletter which informs users of the latest offers and trends. The newsletter has already got more than 500,000 members. [BestBuyMoney](#) is also partnering with existing financial services price comparison site, [BeatThatQuote.com](#).

BestBuyMoney is the third lead generation portal to be launched in the UK by eCircle. They already have [Spoilmenow.co.uk](#), which works primarily with health and beauty brands. and [Mytestdrive.co.uk](#) which works with a number of car brands.

Christopher Kollat, Vice President of the Media Division at eCircle said about the launch:

“BestBuyMoney.co.uk is dedicated to helping consumers find the best financial services and products on the market, and we make it as quick and easy as possible for them to speak to the relevant provider. The website is fully approved by the Financial Service Authority (FSA) and contains relevant warnings about the financial products featured. We are really pleased to be working with top name brands and look forward to seeing the results from the initial campaigns.”

James Curran, White Label Partnership Manager at BeatThatQuote comments: ‘We are excited to be partnering with [BestBuyMoney](#) and are confident the resulting service will provide the consumer with better access to comparisons and offers.’





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Notes to the Editors

About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email marketing for customer acquisition and retention. Leading organisations including Asda, HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and professional employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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