

## Evendo and CJ Affiliate launch global affiliate programme

Wednesday 3 June, 2020

The global Events marketplace Evendo has today teamed up with CJ Affiliate's to introduce a global affiliate programme with the purpose of providing CJ Affiliate's millions of readers a more efficient way to organize events by giving them direct access to Evendo's 50,000+ event suppliers. The network will now serve Evendo's affiliate marketing activity across the world.

Leveraging Evendo's position as the worlds' biggest provider of event related products, experiences and services, this creates new unique possibilities in an otherwise analogue event market. Driving transformation in the way events are organized, by creating symbiosis between organizers, suppliers and participants, Evendo creates a true win-win-win situation for all parties involved.

"Our model has seen continuous growth in demand from event organizers – to the extent that we have out-performed our peers by a factor of 12", says Simon Nichols, Global Head of Partnerships in Evendo. "Our recent expansion to more than 10 new markets has put us in a position where we have massively increased potential reach but found it hard to capitalize on this expansion due to limited budgets for traditional marketing channels."

"This fantastic new partnership is a testament to our proven track record and continued commitment to creating relevant and bespoke solutions to deliver against our clients' strategic objectives," says Anne Delhon, Regional VP at CJ Affiliate. "We look forward to promoting Evendo while offering our hard-earned industry expertise, prowess in insight and data, and of course access to our high-quality publisher network."

"With this partnership, we extend our reach to more than 160 million potential customers in a way, which is a perfect match for our growth ambitions and cashflow while at the same time securing our brand positioning far better than via traditional channels.", Simon Nichols concludes.

CJ Affiliate was launched in 1998 and has been evolving the affiliate marketing industry ever since. Powered by Conversant, CJ's global network offers advertisers and publishers an unparalleled level of insight into consumer data, utilising over 160 million unique customer profiles.

The parties expect to launch the partnership by end of June 2020.

### About CJ Affiliate by Conversant

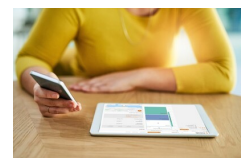
Formerly Commission Junction, CJ is the leading global affiliate marketing network, specialising in pay-per-performance programmes that drive results for businesses around the world. The CJ network helps to reach and connect with millions of online consumers every day by facilitating productive partnerships between advertisers and publishers. With more than 155,000 publishers and 800,000 domains, CJ has a daily reach to millions of unique readers.

### About Evendo

Founded in 2016, Evendo has the biggest bookable inventory of event related products and services – second to none. More than half a million products are instantly available in real-time across 14 countries - from more than 50,000 individual suppliers – combined with a suite of easy to use planning, booking and execution tools. Today, thousands have used Evendo to turn their event dreams into reality. And we're just getting started. By creating symbiosis between organizers, suppliers and participants, Evendo creates a true win-win-win situation for everybody in the events space. Evendo is currently available in most European countries as well as United States.

For more information, please visit <http://about.evendo.com>

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### [Evendo](#)

T. 0044 7383680112  
E. [press@evendo.com](mailto:press@evendo.com)  
W. <https://www.evendo.com>

### **Additional Contact(s):**

Kasper Larsen, CEO  
kkl@evendo.com  
0045 28839201

Simon Nichols, Head of Global Partnerships  
sn@evendo.com  
0044 7383680112

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