



# Pigsback.com registers with ABC ELECTRONIC

immediate future Limited, September 27, 2005

URL: <http://www.pr9.net/comp/internet/2625september.html>

*Pigsback.com has registered with ABC ELECTRONIC, committing to have its traffic figures independently verified to industry agreed standards, as set by JICWEBS\*.*

PR9.NET September 27, 2005 - ABC ELECTRONIC's audited data provides the online media industry with a trusted and robust currency on which media space can be bought and sold, and delivers to the market independent assurance that a website is attracting the size of audience it claims.

Jo Malvern, UK Marketing Director from Pigsback.com comments: "Having recently launched in the UK, we are keen to present a clear and transparent view of our membership database. Pigsback.com's unique Empathy Marketing® principles are built on trust between the consumer and brands and so it seems only natural to use eABC to provide us with independent statistics. This enables us to stand out as a credible and trusted website in the UK market."

Richard Foan, Managing Director of ABC ELECTRONIC comments: "We are extremely pleased to welcome Pigsback.com into registration, and look forward to the announcement of its first independently audited traffic figures. As more sites commit to delivering accountability and transparency by having their traffic figures audited, the online media industry can continue to secure a larger share of marketing spend."

## About Pigsback

Pigsback.com is a reward-based consumer site, which has become the sixth biggest in Ireland, and has won both digital and marketing awards. The company creates successful consumers and brands partnerships: where consumers are rewarded and brands are able to reach carefully targeted audiences.

The core values of the company are based on Empathy Marketing® principles, which are: permission-based; relevance; edge; mix of hard and soft messaging; frequency of communications; messages, not adverts; and development, not technology.

This concept redefines the relationship between the brand and the consumer through trust, reward, feedback and fun - mainly in the lifestyle and entertainment arenas.

The Pigsback website specialises in providing a unique marketing service in which brand messages are welcome to the target consumers, which is primarily females, aged 25-35 and in the B/C1 demographic. Its skilled team balances marketing and communications with a strong understanding of technologies and business processes. Furthermore, the company is committed to providing a quality service that is mutually beneficial to brands and consumers alike.

Current brand partners include Ebay, Blockbuster, UGC Cinemas, CD Wow!, Figleaves, Virgin Wines and toptable.co.uk.

[www.pigsback.com](http://www.pigsback.com)

## Contact

Matthew Leach  
immediate future  
0845 408 2031  
[pressoffice@immediatefuture.co.uk](mailto:pressoffice@immediatefuture.co.uk)

###

## About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in- depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

**Phone:** 0845 408 2031  
**Website:** <http://www.immediatefuture.co.uk>  
**E-Mail:** [pressoffice@immediatefuture.co.uk](mailto:pressoffice@immediatefuture.co.uk)

---

[PR9.NET - Your Free Press Release Service](#)