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Pepperjam Announces Exit from Multi-Channel Agency Business Unit

Will Focus Exclusively on its Core Affiliate Marketing Technology Platform and Services Business

WILKES-BARRE, PA. & BLUE BELL, PA. – Pepperjam, a leading affiliate marketing technology and services provider, announced today that it will transition its multi-channel agency business to one of its Preferred Agency Partners, full service marketing agency Gen3 Marketing. The move enables the seamless transition of account teams and, by enhancing the relationship between the network and the agency, it will ultimately benefit Pepperjam’s multi-channel clients. This is the final step in a restructuring that clears the way for Pepperjam to focus exclusively on scaling its core affiliate marketing business.

“We have made the strategic decision to focus our full capability and resource on our affiliate marketing solutions business,” said Matt Gilbert, CEO, Pepperjam. “The affiliate marketing landscape is changing rapidly and marketers need partners who understand how to empower them to unlock the full range of opportunities available to them. This is our core strength. We have the team, the technology, the balance sheet, and now we have the full resource of the organization focused solely on delivering on the promise of the category. The company is now in position to earn a market leadership position as a defining company in the new era of affiliate marketing.”

“We’re thrilled to have the opportunity to welcome Pepperjam’s multi-channel agency clients and account teams to the Gen3 family. This transition is a win for all parties and we look forward to further leveraging Pepperjam’s innovative affiliate technology and network solution to maximize business performance for our clients,” said Gen3 Marketing, CEO, Michael Tabasso.

To learn more about Pepperjam partnerships or how to join the Pepperjam Partner Ecosystem and its benefits, visit: <https://www.pepperjam.com/about/partners>

About Pepperjam

Pepperjam is a leading affiliate marketing solutions provider, redefining its category through innovative technology and world class service expertise. We are committed to empowering marketers to control their own destiny by enabling the profitable acquisition of high value customers while protecting brand safety.

Headquartered in Wilkes-Barre, Pa., Pepperjam retains offices in Philadelphia, Santa Cruz, Tempe and Toronto. Pepperjam is a portfolio company of Banneker Partners and the Permira Funds.

More at www.pepperjam.com.

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