



Stylight wins Rakuten Marketing's 2018 Golden Link Award for Rising Star Publisher

Fashion and design company Stylight brings home an important reward at the annual awards ceremony that recognizes the best performances in affiliate marketing.

Philadelphia, 11th July 2018 - Stylight (<https://www.stylight.com/>) has been named "New Rising Star Publisher" at the 16th Annual Rakuten Marketing Golden Link Awards. The event, held in New York City, celebrates preeminent leaders in the affiliate marketing industry, which now, more than ever, requires e-commerce players to connect with audiences with whom they can successfully monetize their content.

The winner of the "Rising Star Publisher" award represents a publisher that has rapidly grown within the Rakuten Affiliate network. Stylight joined the Rakuten network four years ago and has since proven to exemplify the characteristics that advertisers find desirable, including creating quality traffic and engaging new customers.

The award is a great recognition of Stylight, which has strengthened its brand as a valuable partner for the fashion and home & living industry all over the world.

"This year, one of Stylight's main priorities has been to grow our number of Rakuten partnerships alongside optimizing our current programs together," said **Teresa Lopez, Lead Business Development Manager of Stylight**. "It's crucial for us to deliver great results by adding new features on our site. The first semester we saw a YoY increase of number of orders by 35% and number of items by 60% on average for our current Rakuten advertisers. We expect to keep growing for this second half of the year."

"Our US team has been rewarded for their excellent development of one of our key strategic markets," said **Uli Bartholomäus, Managing Director of Stylight**. "The fashion industry is highly fragmented and international brands and retailers will require better and different strategies in order to continue to compete and develop within the growing affiliate sector."

"Stylight is a global platform in which partners can benefit from 17 different markets." continued **Uli Bartholomäus**. "More than 1,200 shops profit from Stylight's approach, which finds the best balance between advertising and sales conversion services, partner management and machine learning technology."



Stylight is the world's most stylish search engine for fashion and design. We help online shoppers in 17 different countries search more than 1,200 online shops at once, compare prices of more than 30 million products, and find inspiration and the best deals. Since 2008, Stylight has been empowering millions of people around the world to Make Style Happen. The headquarters of the ProSiebenSat.1 Media SE subsidiary is in Munich along with an office in Philadelphia (U.S). For more information visit: www.stylight.com

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Stylight