**Magazine group first to take on leading edge online approach**

**Dennis Publishing, one of the world’s leading magazine publishers with over 50 leading titles in its portfolio, has signed a contract that will ensure their bid to transform from a traditional print publisher to a multiplatform provider happens.**

**Performance Horizon Group (PHG) has won the contract with 4PM, Dennis Publishing’s lead generation arm as their latest performance marketing client.**

PHG is the latest venture from Malcolm Cowley and Paul Fellows, two members of the founding team that sold the [buy.at](http://buy.at/) affiliate marketing network to AOL in 2008.

Launched less than a year ago, the company is delighted with the contract win and continues its rapid growth by signing 4PM, the lead generation agency of Dennis Publishing, the company behind such titles as Auto Express, Men’s Fitness and PC PRO.

Leading edge PHG technology will be used to increase the lead generation offering and targeting for the impressive online portfolio.

**Sean Sewell, PHG leads Director, said:**

“We’re delighted to be working with the 4PM team. Lead generation is seeing a growth period as technology that leads the market as ours does allow clients to raise activity with confidence. We are looking forward to growing the relationship and supporting all of 4PM’s performance marketing ambitions.”

4PM are also trialing PHG’s proprietary form building service as part of the deal which allows them to build their own HTML data capture forms. The technology then enables the user to manage changes across all of their online properties, in a timely manner.

This service would have traditionally been fulfilled by third parties or involved a lot of human resource at large cost. 4PM will now be able to set up data capture forms in minutes that produce HTML code that designers can simply transfer for cost effective solutions.

**4PM’s Commercial Director, Andy Purbrick, said:**

“We see immense opportunity and growth in lead generation. We benchmarked PHG’s technology against competitors and are confident that it is the right solution to help us take advantage this opportunity. We were won over by the interface and its technical ability to deliver everything we wanted.

“The Form Builder is a great tool, and enables us to create and generate our own HTML data capture forms that can be integrated into our CMS.  It speeds up the whole process and allows us to populate out changes across multiple sites in one go rather than individually.  Their pivot based reporting within the interface is also going to save us huge amounts of time, no more downloading and re-cutting spreadsheets in excel is a massive advantage.”

Further information on PHG’s technology and online performance marketing solutions is available by visiting [www.performancehorizon.com](http://www.performancehorizon.com)

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