

Global Performance Marketing Agency, Performics, launches in Turkey as part of Publicis One

Digitouch to be rebranded as Performics

Istanbul, 21/09/17, Publicis One announced today, the rebranding of Digitouch, Turkey's leading performance marketing agency which was acquired by Publicis Groupe last year, to Performics, a global network of performance marketing agency operating in 57 countries worldwide. Performics is based in Istanbul and is led by Yunus Güvenen, the founder and CEO of Digitouch as well as a board member (integration) of Publicis One Turkey country board.

In 2016, Publicis Groupe acquired Digitouch which was the largest independent digital marketing agency in Turkey. Under the leadership of Yunus Güvenen, founding partner and CEO of Digitouch, the agency -which was founded in 2008- built an enviable reputation in delivering next generation digital marketing solutions including digital media buying and planning, search engine marketing and search engine optimization; as well as network services such as affiliation and audience/personalized targeting.

"Combining Digitouch's existing strength in the market and the expanded reach and expertise of the global Performics network, Performics Turkey will have an unrivalled superior performance marketing services and emerging technologies offering for clients in Turkey and beyond." said the brand lead Yunus Guvenen.

Yunus Guvenen will be reporting to CEO, Publicis One Turkey, İnanç Dedevas; "We are moving forward to grow our presence and expand our global brands in Turkey further to deliver an even stronger expertises. I believe Performics Turkey, under the leadership of Yunus will give our clients unparalleled access to global network, innovation and technology."

"As a global performance agency built for the relentless pursuit of results, we are thrilled to now welcome Yunus and the Digitouch team into the Performics family and network. Yunus has built a best in class operation and we look forward to Performics Turkey bringing the best in performance strategy and solutions to our clients here and everywhere!" said Michael Kahn, Chief Executive Officer, Performics Worldwide.



Through the global Performics network, clients will benefit from the following advantages:

- Size - Performics has a global presence.
- Strategy - Performance marketing is seen by Performics as an integral part of the media planning and buying process.
- Specialists & tools - Performics has an experienced team of specialists and works with best in-class tools at a global level.

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About Performics

As the original performance marketing agency, Performics converts consumer intent into revenue for the world's most admired brands. Across a global network operating in 57 countries worldwide, Performics creates connected and personalized digital experiences across paid, earned and owned media. RECMA recognized Performics as one of their Top Digital Agency Networks of 2014. Headquartered in Chicago, Performics is a Publicis Media company. To learn more, visit www.performics.com

About Publicis One

Publicis One is a global communications enterprise that brings together Publicis Groupe's agency capabilities and expertise under one roof. Built with clients' interest at the center, Publicis One recognizes the simultaneous need for specialization and integration in marketing today. Led by Jarek Ziebinski, Global CEO, Publicis One operates across Publicis Groupe's four Solutions: Publicis Communications (Publicis Worldwide with MSLGROUP, Leo Burnett, Saatchi & Saatchi and BBH), Publicis Media (Starcom, Zenith, Mediavest | Spark, Blue 449), Publicis.Sapient (DigitasLBI, SapientRazorfish, Sapient Consulting) and Publicis Health (Digitas Health, Publicis LifeBrands, Saatchi & Saatchi Wellness). The Publicis One operation, with more than 8,000 employees in 55 countries, is spread across Latin America, Europe, Middle East, Africa and Asia. We are united behind Publicis Groupe's ambition to deliver on the value of "The Power of One" to clients. For more news on Publicis One, please follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#)

