



## **Keono Partners with LashBack to Ensure Email Compliance and Safeguard the Reputation of its Brand Advertisers**

*Industry-leading email monitoring platform supports Keono's commitment to embracing the highest standards for the benefit of clients*

**Elmhurst, IL (May 17, 2016)** – Keono, a well-respected and socially conscious digital media advertising agency, has partnered with LashBack, a leading provider of email compliance and intelligence services. LashBack's email monitoring platform allows Keono to provide peace of mind to brand advertisers and their agencies.

“Keono is fully committed to embracing best practices and adhering to all appropriate email compliance regulations, standards and guidelines,” said Michael Medema, founder and CEO of Keono. “Our partnership with LashBack is yet another example of how we go above and beyond to safeguard the reputations of our clients while delivering exceptional results.”

The LashBack email compliance platform is a full-service solution that delivers transparency on publisher emails promoting retailers' products. It provides a 'closed-loop' on commercial email messages being sent to millions of consumers each day. It also provides sophisticated market intelligence.

“Not all digital media advertising agencies are created equal, so retailers often proceed with caution when allowing a third-party to manage their email campaigns,” explained Peter Wilson, CEO of LashBack. “Companies such as Keono, however, represent a new breed of digital marketer that understands the importance of trust, the crucial role of reputation and embraces new tools and systems to ensure compliance, integrity and success for its clients.”

Keono produces high-performance email marketing campaigns based on an extensive database repository of demographic and lifestyle information. Thanks to the company's reputation for delivering verified, tested and trustworthy data, Keono counts as its clients some of the world's leading brands in industries including automotive, health and fitness, and travel and tourism.

“Relationships are built on trust,” said Medema. “Our team works hard to maintain this well-earned trust every day. Our partnership with LashBack is a much-valued asset in this effort.”

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**About Keono**

Keono is a digital media advertising agency specializing in delivering new customers to the world's best-known brands. A well-respected and socially conscious company, Keono features one of the most experienced leadership teams within the industry. Through strategic vision, innovative digital services and world-class technology, Keono produces high-performance email marketing campaigns. The key to the company's success is the integrity and comprehensive detail of its geographic, demographic and behavioral data points. A true innovator, Keono delivers results through digital marketing channels. For more information, visit [www.keono.com](http://www.keono.com).

**About LashBack**

LashBack provides unique intelligence to digital marketers and has a long-standing commitment to industry best practices. With a focus on email marketing, we provide advertisers, agencies and networks with the ability to monitor the behavior of their partners and unmatched business intelligence. We use our technology, data and experience to help marketers protect and grow their businesses. We are proud members of the Online Trust Alliance, the LeadsCouncil and the Performance Marketing Association. If you would like more information or to get a demonstration, please visit [www.lashback.com](http://www.lashback.com).

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