



## **New Niche Market Affiliate Network Selects Best in Class Technology**

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Columbia, SC ([PRWEB](#)) January 21, 2007 -- MilitaryGate.com, one of the newest, most targeted affiliate networks in digital marketing, has selected the DirectTrack affiliate platform from Direct Response Technologies to power the new military-targeted affiliate network. Direct Response Technologies is a leading provider of affiliate technology and e-marketing solutions.

"We're trying to bring together merchants and affiliates who want to reach the online military market," said Bradley Welch, Business Development and Client Relations for MilitaryGate.com. "This is a big opportunity and we didn't want to risk our reputation or waste our merchants' or affiliates' time with anything but the best platform available. In our view, DirectTrack is that platform."

Welch says the MilitaryGate offers a targeted network to anyone who has a product or service relevant to the online audience with military affinity. Product and service offers from merchants and affiliates include not only military surplus, tactical gear and the like, but also military discounts on standard consumer items and financial services products. The network also provides opportunities to find military-related online communities.

"We are pleased that our affiliate platform, DirectTrack, is powering this new affiliate network," said George Bordo, general manager of Direct Response Technologies. "We are looking forward to helping MilitaryGate provide a reliable, user-friendly online marketing and shopping experience as well as grow its online business by leveraging DirectTrack's affiliate technologies and services."

Welch added that DirectTrack's brand protection and fraud monitoring capabilities were key factors in his decision process.

"I've been involved in affiliate marketing relationships for some time," said Welch, "and I've learned from experience that while reporting capabilities are important to merchants, so are protecting their brand and avoiding fraudulent practices. With DirectTrack's capabilities in these areas we can put merchants at ease."

MilitaryGate.com is the world's first and only true affiliate network connecting merchants with quality affiliates for the sole purpose of reaching the unique online military market. In addition to being an affiliate network MilitaryGate.com offers premium services to its merchants and affiliates including digital marketing and public relations. For more information visit [www.MilitaryGate.com](http://www.MilitaryGate.com).

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