



## **ONLINE RENTAL MARKETPLACE SEEING SUCCESS IN UK AS GROWTH SURGES** **erento now hosts over half a million hire products as traffic grows 20% per week**

**London, UK – 9<sup>th</sup> July 2008:** erento ([www.erento.co.uk](http://www.erento.co.uk)), the world's largest and fastest growing online rental marketplace, is expanding its team after rapid growth in the UK. In just six months, erento in the UK has reached the symbolic threshold of half a million hire products hosted on its online marketplace and is experiencing 18,000 unique visitors per week – which is growing 20 per cent week-on-week.

The online rental marketplace, which brings together businesses with a wide variety of products and services to rent out with those wanting to hire them, has seen substantial growth since the launch of its beta site. By providing a simple and highly cost effective way for hire companies to generate business online, erento has captured some of the country's biggest names in the hire industry including HSS Hire and Hire Station. It has also seen significant interest across multiple sectors of the industry including vehicle hire, party and event hire, holiday home hire and fashion hire. erento's rental items now include everything from a handbag to a dump truck.

"We're extremely pleased with the growth we've seen and the feedback we're getting from our customers, some of which are now taking on staff specifically to deal with sales leads that our site generates," comments Clinton Patterson, Director of UK Operations at erento. "We're looking forward to continued growth and becoming a household name in the hire and rental industry in the UK."

While consumers and businesses are increasingly looking online for particular items to hire, many hire companies are put off by the complexity and cost of creating and maintaining a sophisticated online presence. Many have problems driving traffic to their products and find it cost prohibitive to invest in keyword search for every individual item. If customers are able to find their website, even the most advanced do not provide localised search functionality. This makes it difficult for customers to find the most relevant items – i.e. those closest to them.

By aggregating many hire companies together under one roof, erento's online rental marketplace generates greater traffic and benefits in economies of scale for online marketing – enabling it to invest in keyword search for every individual item. Hire companies simply list their available items and immediately benefit from the traffic which erento generates, while users can search for a specific item by location and, within seconds, find the closest suitable service. Not only does this save customers considerable time, it also generates fully qualified leads for the hire companies - who then contact the customer and close the rental agreement as normal.

“Customer acquisition is extremely important in the hire industry as the customer lifetime value can be extraordinary,” continues Patterson. “Unlike directory services such as Yell.com, erento goes right down to the product level – enabling customers to instantly find the item they need, where they need it. By simplifying the user experience we create a more powerful customer acquisition tool. The fact that we operate a performance-based billing model means that we provide a very cost-effective and unique offering to the hire industry.”

While many smaller hire companies are using erento as a way of competing with their biggest competitors, even the established players are recognising the benefits of using its powerful online sales and marketing channel. As online marketplaces represent a large and growing slice of e-Commerce, erento is fast becoming a vital element of an effective multi channel strategy for rental companies.

For more information on erento please contact erento on +44 (0)207 099 8797 or via email at [clinton.patterson@erento.co.uk](mailto:clinton.patterson@erento.co.uk).

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#### **About erento**

erento ([www.erento.co.uk](http://www.erento.co.uk)) is the world's largest online rental marketplace, bringing together businesses with products or services to hire out with customers wanting to rent them. It is the only place where you can search for items to rent by location as well as price.

erento is a quick, easy and cost-effective way of creating a powerful online channel for renting products and services.

With over one million items across two thousand product categories online and ready to hire it is no wonder that up to fifty thousand customers search for items to hire on erento every day.

erento was founded in Germany in 2003 and has since expanded into Switzerland, Austria and the UK.

For more information please contact:

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