

# Yunus Güvenen

Digitouch - Gelirortaklari.com



“ I saw an opportunity to pioneer the affiliate business in Turkey. ”

<b>COUNTRY</b>	Turkey
<b>INDUSTRY</b>	Prof. Services
<b>EMPLOYEES</b>	36
<b>YEAR SELECTED</b>	2010
<b>WEBSITE</b>	<a href="http://www.digitouch.com.tr/">www.digitouch.com.tr/</a>

## COMPANY SNAPSHOT

Part engineer, part entrepreneur and part music producer, Yunus has always loved the process of creating. And now, he is creating the first affiliate network in Turkey. “Gelir Ortaklari,” or “revenue partners” in Turkish, is a web platform that allows online merchants and “affiliates” (websites that sell ad space) to do business with each other. But compared to Western markets, where affiliate networks are well-understood, the Turkish market is still underdeveloped.

While waiting for the market to tip, Yunus has built a robust community of 30+ blue-chip merchants and 300+ affiliates. He has also launched Digitouch Marketing Agency, which serves clients such as Coca-Cola and Pegasus Airlines.

A pioneer in a growing market, Yunus has already won the support of several investors who share his ambitious vision.