



## **POLYGON ANNOUNCES STRATEGIC MARKETING PARTNERSHIP WITH GEMFIND**

[Polygon \(www.polygon.net\)](http://www.polygon.net) – the online community & marketplace for jewelry professionals – announced today, a strategic marketing partnership with [GemFind](#), experts in digital marketing and e-commerce solutions for the jewelry industry.

For close to 20 years, GemFind has worked with jewelers and others in the trade to develop their online strategies. As part of the partnership, GemFind will offer exclusive website packages to Polygon members, as well as special pricing on digital marketing services, including product and social feeds, SEM/SEO, Geo Fencing, email, content, and more.

Customized exclusively for Polygon members, the website packages will also integrate with Polygon’s virtual diamond datafeed, giving retailers the ability to instantly showcase 100,000+ loose diamonds on their website.

“In today’s market, consumers are searching for products before walking in to a store, so digital presence and online visibility is very important for any business,” says Alex Fetanat, Founder & CEO of GemFind. “We are very excited to be working with Polygon members to help drive the traffic to jewelry stores with our proprietary tools and technologies.”

Polygon members will further benefit from a direct connection with GemFind experts on the community forums, Facebook group, and in person at Conclaves and other Polygon events. GemFind specialists will become active participants in the community by sharing ideas, information, reports and more, as well as addressing questions and comments from members. Personal consultations will be also be offered by GemFind to Polygon members free of charge.

“We’re excited to be working with GemFind, and helping our members find creative ways to compete and connect with customers in the digital sphere,” says Lindsay Watkin, Director of Marketing at Polygon. “Not only will this affiliation benefit members through exclusive packages and savings, but it will truly afford them the opportunity to learn and connect with experts in the field.”

GemFind clients who are not currently members of Polygon will be eligible for introductory savings on membership. For more information on membership and other services, or for details on the strategic affiliation with GemFind, contact Polygon at [info@polygon.net](mailto:info@polygon.net), or 1-800-221-4435.

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### ***About Polygon:***

Since 1984, Polygon has worked with thousands of jewelers and gem & jewelry business owners to help them grow their businesses. The membership-based network provides a secure online platform for vetted members of the industry to exchange ideas, access business intelligence,

reports and pricing information, and trade in loose diamonds and colored stones, jewelry, fine watches, estate/vintage, coins, metals and more. In addition to their online services, Polygon also hosts several in-person trade events.

[www.polygon.net](http://www.polygon.net)

***About GemFind:***

GemFind is a digital marketing, systems integration and web services company providing professional services specifically to jewelry retailers, designers and manufacturers since 1999. GemFind focuses on providing seamless user experiences, creative and data rich analytics to improve its offering and drive in store sales ROI. For more information:

[www.gemfind.com](http://www.gemfind.com)