

30 March 2022

Tradedoubler with its subsidiary Metapic acquires shares in Onbaz

Tradedoubler with its subsidiary Metapic acquires approximately 30% of the shares in the online video shopping company Onbaz, a Swedish startup technology company.

The purchase and partnership agreement signed with Onbaz will give the group access to technologies that complement and extend its current offering and products within the growing market of influencer marketing.

Speaking about the acquisition, Matthias Stadelmeyer, CEO of Tradedoubler says, "I am delighted to announce the investment into Onbaz. Live video shopping is a growing phenomenon and already a well-integrated offer within ecommerce in China. We believe that it is just a matter of time until we see the same dynamic in Europe."

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About this information

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About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology powering a unique network of connections. Combining 19 years of digital marketing innovation and expertise, global presence and a market leading technology platform, Tradedoubler offers tailored performance solutions for advertisers and publishers. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and has since developed its offering to include actionable data driven insights and User Journey tracking thanks to its proprietary business intelligence tool, ADAPT. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com