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Tradedoubler acquires Metapic

Metapic started as an idea to make affiliate more accessible, visual and fair for bloggers. The company provides a popular platform for product recommendations within premium lifestyle media. The platform has attracted 20,000 users with a reach in excess of 2 million unique visitors per week in Sweden, Norway and Denmark.

“We are very happy to strategically strengthen our already strong position within influencer publishing through the acquisition of Metapic. We see a heightened interest for influencers from our advertisers. The acquisition enables us to better serve that need together. Metapic collaborates with multiple large publishers within influencer and lifestyle media, together we will refine the business as a separate startup within the ecosystem”, says Kristoffer Klockare, Regional Director Nordics.

“We see big advantages with this acquisition. Tradedoubler gives us years of experience, scalability and local expertise which will help us deliver a better service for current partners and enhance the local presence across large parts of Europe”, comments Filip Askviken, CEO Metapic

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About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing, dedicated to the success of digital marketers through traffic, technology and expertise. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and has since developed its offering to include a suite of solutions that help digital marketers succeed. TD CONVERT is Tradedoubler’s affiliate solution where advertisers pay only for results delivered. TD CONNECT is a white label global partner management platform that advertisers can use to manage their digital marketing activity. TD ENGAGE is Tradedoubler’s full service programmatic solution. TD ADAPT is a market-leading business intelligence tool that enables advertisers to visualise their digital marketing data to get the insights they need to ensure that all activity is optimised.

Tradedoubler is committed to close collaboration with each customer, helping them to generate revenue and succeed on a national and international scale. The share is listed on Nasdaq OMX on the Stockholm Exchange.

More information can be found on www.tradedoubler.com