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## Tradedoubler launches new Advertiser Interface

Stockholm –December 7th, 2020 – Leading performance marketing company Tradedoubler (NASDAQ Stockholm: TRAD) has announced the launch of their new Advertiser Interface.

Tradedoubler redesigned the Advertiser Interface with an intuitive design and fresh look, aiming to provide a fluent program management experience. The innovative Advertiser Interface contains a new way to discover and recruit online partners, optimised tools to create ads and vouchers and simplifies the overall user experience.

Tradedoubler's strength lies in its ability to constantly learn and improve. No matter how rapidly the world around us is changing, Tradedoubler commits to offer the best performance marketing service to our partners.

### About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology powering a unique network of connections. Combining 21 years of digital marketing innovation and expertise, global presence, and a market leading technology platform, Tradedoubler offers tailored performance solutions for advertisers and publishers.

In 2019 the company released an open technology platform enabling automated and transparent direct relationships between advertisers and publishers using blockchain technology for the storage of data.

More information can be found on [www.tradedoubler.com](http://www.tradedoubler.com)

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