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Tradedoubler launches Grow, the smart affiliate network for small businesses around the world

Giving full access to a vast network of publishers in an intuitive platform

Stockholm – October 27th, 2020 - Leading performance marketing company Tradedoubler (NASDAQ Stockholm: TRAD) has announced the launch of Grow, a new self-service affiliate marketing platform to support small businesses around the world.

Exclusively designed for start-ups and accelerators, Grow opens the business opportunity lying within affiliate marketing, by removing joining fees, reducing contract commitment, and offering clients a plug-and-play tracking integration.

Seth Rubin, Managing Director for Grow, said: *"Our goal with Grow is to empower start-ups to overcome the common challenges of setting up a business, from lack of time, budget, and human resources, to direct competition with bigger players. With Grow, small businesses can leverage performance-based marketing to generate the income needed to keep going. To achieve this, we guarantee full access to our publisher network, we offer convenient terms and competitive rates."*

Matthias Stadelmeyer, Tradedoubler CEO, shares the vision: *"We are excited and proud to put our two-decade experience in performance marketing at the service of small businesses around the world. Especially in these economically challenging times, entrepreneurs need all the support they can get to form partnerships and accelerate early growth."*

The launch of the Grow platform follows a successful pilot in several European markets, incorporating over 200 small businesses from fashion, electronics, retail, and finance verticals.

More information about the features and benefits of joining Grow can be found on the official website: <https://grow.tradedoubler.com/>

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

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