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Tradedoubler launches Huawei in South Africa

Stockholm –December 3rd, 2020 – Leading performance marketing company Tradedoubler (NASDAQ Stockholm: TRAD) has announced the launch of Huawei in South Africa.

Huawei is a leading global provider of telecommunications equipment and consumer electronics. With integrated solutions across four key domains – telecom networks, IT, smart devices, and cloud services – Huawei is committed to bringing digital to every person, home, and organisation for a fully connected, intelligent world.

As one of Huawei’s three business groups, Huawei Consumer BG is the leader of all-scenario AI life, covering smartphones, PC and tablets, wearables, mobile broadband devices, family devices and device cloud services. Huawei Consumer BG is dedicated to delivering the latest technologies to consumers and sharing the happiness of technological advances with more people around the world.

With the launch of Huawei in South Africa, Tradedoubler follows a successful start in several European markets, including Germany, the UK, Italy, France, The Netherlands, and Spain.

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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