

## Tradedoubler Announces Official Partnership with Leading eCommerce Provider, PrestaShop.

June, 22<sup>nd</sup> – Tradedoubler, today announced its official partnership with PrestaShop by launching its application, enabling merchants to natively plug into its extensive affiliate network, via its Grow product.

Grow by Tradedoubler has begun its official partnership with PrestaShop by launching its application to the PrestaShop addons marketplace. The move further strengthens Tradedoubler's position as a leader in the affiliate marketing industry, enabling PrestaShop clients the ability to work with Tradedoubler in a simple, non-technical interface within their PrestaShop systems – effortlessly bringing the power of affiliate marketing to more than 300 000 PrestaShop merchants.

PrestaShop is the leading eCommerce platform in Europe and Latin America. In 2020 its users generated more than 22 billion Euros in online sales. They offer a freemium, open-source, eCommerce solution that allows entrepreneurs and companies with ambitious projects to create and develop their own online stores.

Valerio Martelli, VP Partnerships at PrestaShop said about the partnership: *"Our partnership with TradeDoubler will offer PrestaShop merchants the opportunity to reach their target audience at scale through a best-in-class platform. We are excited to see their new product "Grow" will drive value for our merchants and ultimately the entire PrestaShop ecosystem."*

The official partnership allows PrestaShop clients to seamlessly run their affiliate programs through Grow, offering them a low friction, low commitment, and low-cost entrance into affiliate marketing.

Seth Rubin, Managing Director for Grow, had this to say on the partnership: *"Since launching in October last year, Grow has been hugely successful in helping small businesses and start-ups to take their first steps into affiliate marketing. Our low risk, easy access offer perfectly matches PrestaShop's client*

*portfolio, which is why such an innovative partnership, with this market leading eCommerce platform, was a natural next step for us. Whilst promising to increase sales and drive growth for our shared clients, this collaboration also further strengthens Tradedoubler's global proposition for small businesses and start-ups via the Grow product."*

**For further information, please contact:**

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### **About Grow by Tradedoubler**

Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe. Grow is Tradedoubler's self-service, performance-based, affiliate marketing solution for small businesses, start-ups, and accelerators. It offers its clients a fully automated platform that is smart, simple, and accessible – providing all the tools they need to effortlessly manage their own affiliate marketing programs.

Among Grow's listed advertisers are Camelbak, ePaka, Memmo, WeAre8, Wakuda, and eGlobal Central. More information can be found on <https://grow.tradedoubler.com>.