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Tradedoubler acquires the App Install business of Pocket Media

This acquisition strengthens Tradedoubler's mobile marketing solutions

Stockholm – September 22nd, 2020 – Tradedoubler AB (NASDAQ Stockholm: TRAD), a leading international performance marketing company, announced it has acquired the app install business line of Pocket Media, a mobile media network based in the Netherlands.

Tradedoubler is adding this app install solution to complement its existing app business and address the increased demand from advertisers to cover the entire app user journey from install and engagement to conversion.

With this acquisition, Tradedoubler extends its client base and gains additional technical and commercial talent to accelerate the expansion into the fast-growing and dynamic app space.

“App install campaigns and app marketing in general are an increasingly important channel for our clients. This offer complements our performance marketing solutions perfectly and will help our clients to achieve best results and grow their business further.”, said Matthias Stadelmeyer, Tradedoubler CEO.

Benjamin Pomerantz, founder of Pocket Media, added: “This is a great next step for our company. Pocket Media has a very strong product offering and Tradedoubler brings us strategic value, being a market leader in affiliate marketing. This enables us to scale our business and make user acquisition for apps an integrated part of Tradedoubler. We look forward to working with Tradedoubler and onboarding new clients.”

The app install solution of Pocket Media will be integrated into Tradedoubler from October 1st 2020. Tradedoubler clients across all markets will be able to launch app install campaigns on a cost-per-install model from then.

About Pocket Media

Pocket Media, founded in Amsterdam in 2012, is a mobile media network representing multiple large international brands and helping hundreds of app developers find the right consumers for their products. With an international team of mobile experts, they offer support from strategy to implementation and optimization. For more information, visit www.pocketmedia.mobi

About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology powering a unique network of connections.

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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