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Tradedoubler expands its offering by taking a share of R-Advertising

Tradedoubler, the international performance marketing company, has purchased a minority share in the French affiliate marketing company, R Advertising.

Tradedoubler is a leading international performance marketing partner, working with more than 2,000 well-known brands and 180,000 publishers worldwide.

Established in 2006, R-Advertising has 30 employees and develops client-focused solutions for online marketing including affiliate, behavioural email, mobile, RTB and social media. This is the latest step in the development of Tradedoubler's expanded digital marketing offering which enables it to create smarter results for its clients.

Speaking about the deal, Matthias Stadelmeyer, CEO Tradedoubler said, "Our investment in R-Advertising will allow us to expand our performance-based offering in France, one of Tradedoubler's key markets. This is the second strategic investment we have made this year and we will continue to develop similar new partnerships that allow us to expand the way in which we work with our clients."

The investment in R-Advertising will have only limited effect on Tradedoubler's financial results.

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About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing, dedicated to the success of digital marketers through traffic, technology and expertise. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and has since developed its offering to include a suite of solutions that help digital marketers succeed. TD CONVERT is Tradedoubler's affiliate solution where advertisers pay only for results delivered. TD CONNECT is a white label global partner management platform that advertisers can use to manage their digital marketing activity. TD ENGAGE is Tradedoubler's full service programmatic solution. TD ADAPT is a market-leading business intelligence tool that enables advertisers to visualise their digital marketing data to get the insights they need to ensure that all activity is optimised.

Tradedoubler is committed to close collaboration with each customer, helping them to generate revenue and succeed on a national and international scale. Among Tradedoubler's advertisers are Accor, Disneyland Paris, Microsoft Store, HP, and CDON. The share is listed on the Nasdaq Stockholm.

More information can be found on www.tradedoubler.com