

Våning 18 AB, a part of Lyvia Group, enter a strategic partnership with Wikinggruppen

May 6th, 2025: Våning 18 AB and Wikinggruppen, two well-established companies in their respective fields, have entered a strategic partnership to strengthen the digital performance of their clients. Wikinggruppen, founded in 2005 and known for delivering over 2,700 online stores across Sweden, has selected Våning 18 AB – a leading digital marketing agency – as its official SEO services provider.

The partnership aims to increase organic traffic and improve online visibility for shared customers, with the goal of boosting long-term sales.

“We’re excited to be entrusted with delivering SEO services to Wikinggruppen’s extensive customer base. Through this collaboration, we will work to strengthen the digital presence of our mutual clients and support their online growth and success,” says Denny Sacipovic, Founder and CEO of Våning 18 AB.

“Integrating SEO with the technical capabilities of our e-commerce platform is a crucial step in improving visibility and maximising results. By partnering with Våning 18, we’re ensuring our customers benefit from a unified solution focused on driving real outcomes,” adds Caroline Berg, Head of Commercial at Wikinggruppen.

This partnership reflects a shared ambition to deliver high quality solutions and a seamless customer experience at the intersection of e-commerce and digital marketing.

ABOUT VÅNING 18 AB

Founded in 2016, Våning 18 has become one of Sweden’s most successful digital marketing agencies, with deep expertise in SEO. The agency helps hundreds of companies increase their visibility on search engines like Google. Våning 18 has around 50 employees, with offices in Halmstad and Gothenburg. Våning 18 is a part of Lyvia Group.

ABOUT LYVIA GROUP:

Lyvia Group develops and deliver business critical and growth enabling software and services to customers all over the world. We build solutions based on our own IP and partner with leading industry providers to evolve our customers’ digitalisation.

Read more about Lyvia Group here: <https://lyviagroup.com/>

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