



# Metapic launches new tracking technology and creator app, as growth accelerates across Europe

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Stockholm, 9<sup>th</sup> July — Metapic, the leading European creator commerce platform, today announced two strategic milestones that mark its evolution from a performance-focused platform into a 360°, full-funnel social commerce partner, designed to help brands see the full value of creator activity, not only the sales that happen at the end of a campaign.

The company is launching proprietary tracking technology that measures the media value generated by creator content across social platforms. Instagram is the first platform to go live, with TikTok and Snapchat to follow as the rollout continues. Metapic is also beta-testing a new creator app, with public release currently expected in September.

The news follows a period of rapid growth for Metapic. Revenue grew at a 46% CAGR between 2022 and 2025, close to 50% compound annual growth over three years, while the platform expanded to more than 18 European markets.

## Measuring what was previously invisible

Creator campaigns often influence shoppers long before a click or purchase is recorded. A post may build awareness, drive reach, generate engagement, and keep a brand visible in social feeds, even when the final sale happens later or through another channel. Until now, much of that media value has been difficult for brands to measure consistently.

Metapic's new tracking technology gives brands a clearer view of that activity. It is designed to capture creator-led media value across platforms, including metrics such as impressions, reach, views, engagement, estimated earned media value, clicks, orders, and conversion outcomes.

By bringing these metrics together, Metapic helps brands compare awareness and performance in one place. A campaign can now be assessed not only by the revenue it directly generates, but also by the attention, reach, and measurable media value it creates



before conversion.

## A creator app to close the loop

Metapic is also beta-testing a new creator app that will make it easier for creators to access campaign opportunities, understand what brands need, and act on performance insights. The app is intended to give creators a more direct way to manage their work with Metapic, while giving brands a more connected journey from briefing to content, measurement, and sales.

Together, the tracking technology and creator app strengthen Metapic's position across the full creator commerce journey, from planning and creator selection to content performance, media value measurement, and conversion.

"These two launches are a deliberate step in our strategy. We are moving from being a performance platform to becoming a true 360° full-funnel partner for brands and creators. Clients need to understand the full value creators deliver, from awareness and engagement through to sales" said Juergen Burkhardt, Co-CEO of Metapic.

"With our new tracking technology, creator app, new market launches, and continued expansion across Europe, we are building Metapic into a broader social commerce partner for brands and creators."

## A dedicated AI roadmap that is already paying off

Metapic also shared further progress on its AI roadmap, which is already being used to improve creator recommendations, campaign briefs, posting guidance, and brand fit.

The strategy is built on a proprietary dataset of more than 2 million content pieces, covering stories, clicks, and orders. The dataset grows by more than 50,000 new content pieces each month, giving Metapic a stronger base for understanding which creators, content formats, timing, and messages are most likely to perform for each brand.

"Most brands still brief creators on instinct. We brief on data and AI," said Niklas Schwake, Co-CEO of Metapic.

"Our models can tell which creator will convert for one sportswear brand and why the very same creator underperforms for a competitor selling a similar product. That predictive edge is the result of a deliberate, multi-year investment in our AI capabilities and it is now driving real performance for our partners."



Metapic was clear about where AI does and does not belong: the company is not building AI creators. It is committed to real people producing authentic content, with AI making them sharper through better briefs, better timing, and better brand fit. The combination of a human creator network and a proprietary AI data engine is, in Metapic's view, the next evolution of creator commerce.

## Built for scale

The new capabilities arrive alongside fresh market launches and continued geographical expansion across Europe. The combination of proprietary technology, an expanding product surface, and a widening market footprint keeps Metapic's growth expectations high heading into the next phase of the business.

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## About Metapic

Metapic is the leading European creator commerce platform, connecting a large network of creators with leading brands across 18+ markets. Part of the NYORDA Group, Metapic enables brands to activate creators at scale and creators to monetise their influence through performance-driven and, increasingly, full-funnel social commerce solutions.

## About NYORDA AB

NYORDA AB, formerly Tradedoubler AB, is a Swedish public limited liability company listed on Nasdaq Stockholm. NYORDA is the umbrella group brand for Tradedoubler, Metapic, Appiness, Retail Bridge Media and EmnaAI.

NYORDA exists to help brands grow in a new era of digital discovery. As search, social, commerce, apps, retail media and AI-powered environments reshape how consumers find, compare and choose brands, NYORDA brings together specialist businesses that help brands increase visibility, strengthen relevance and drive measurable growth.

Together, the Group's businesses support brands across affiliate and partner marketing, influencer marketing, app marketing, retail media and AI-driven search visibility. NYORDA is



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driving the future of brand discovery by helping brands grow across a changing digital marketing ecosystem.