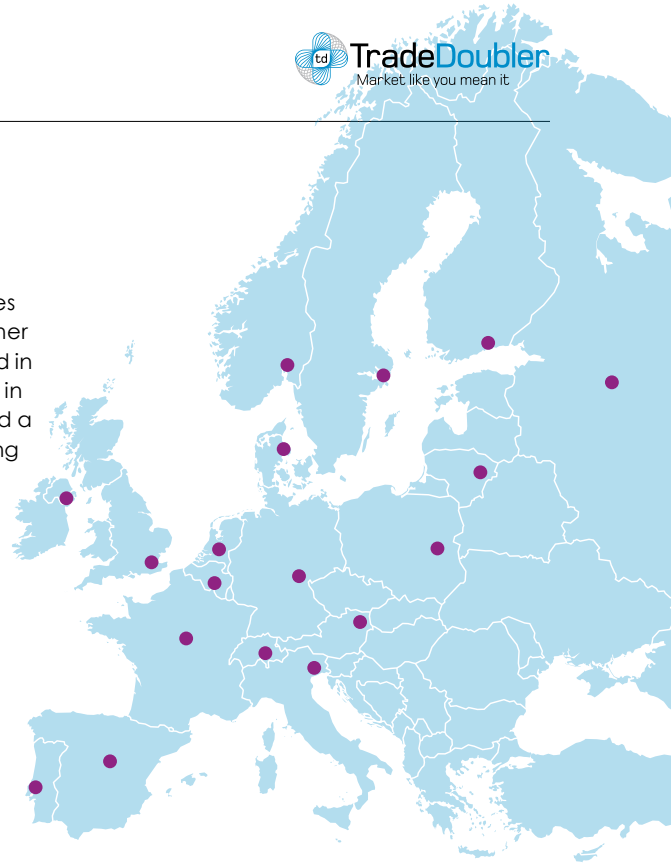
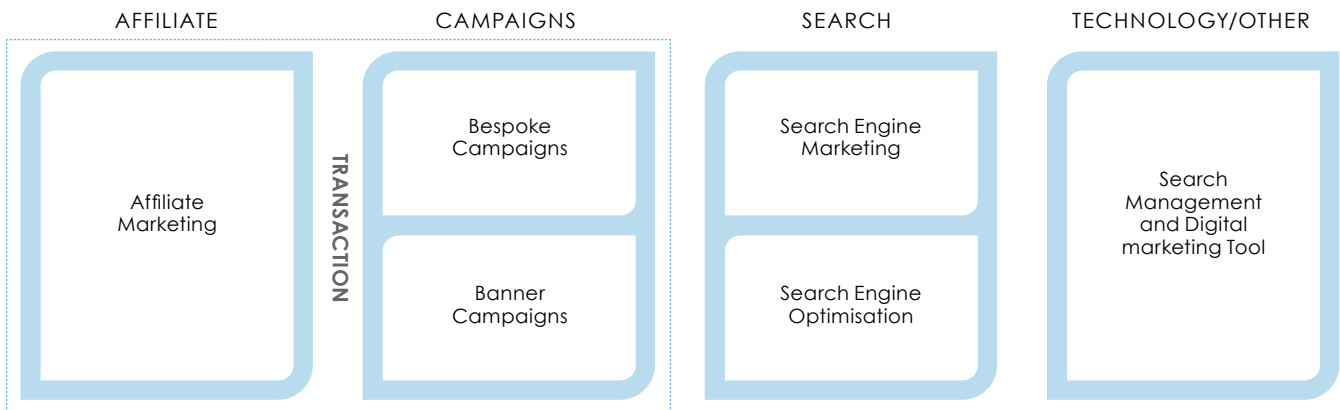


This is TradeDoubler

TradeDoubler's performance-based digital marketing products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales or drive brand awareness. Headquartered in Stockholm, TradeDoubler boasts a unique global reach with local presence in 19 countries. With a breadth of expertise across multiple industry sectors and a network of over 120 000 website publishers we help our almost 1 700 advertising clients globally to deliver online results.



Our offering



Affiliate marketing is TradeDoubler's core business. It is a web based marketing practice in which an advertiser rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

Internet marketing campaigns share many characteristics with affiliate marketing. The main differences are that campaigns make use of either a select group of publishers for high quality conversions or the broad reach of the affiliated publishers for larger volumes.

Search engine marketing is a form of digital marketing that seeks to promote websites by increasing their visibility in the search engine result pages. Search engine marketing allows advertisers to be found in search listings on specific keywords.

The newly formed td Technology includes new functionality and design which frees users to focus on the important strategic and creative aspects of their campaigns. TradeDoubler's integrated marketing interface, td Toolbox, provides ad serving, tracking and analysis and gives a seamless overview of all internet marketing activities.