



PRESS RELEASE

verticalAds and Kwanko officially announce their merger

A unique European offer in the field of performance-based digital marketing

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The two affiliate marketing platforms [Kwanko](#) and [verticalAds](#) announce their merger and open a new chapter in their history today. They are joining forces in an ambitious project with the aim of becoming the **European leader in performance-based marketing** in numerous sectors.

Founded in 2006 and predominantly established on the German market, **verticalAds Group** offers specialised **affiliate platforms** with exclusive tools in three major sectors: financeAds, communicationAds (telecom, media, energy) and retailAds. With a turnover of 83 million euros in 2021, verticalAds Group employs 85 people and supports major German brands such as **C&A, Conrad Electronic, Deutsche Bank, e.on, ING, Telefonica, O2, Vodafone, ...**

Founded in 2003, **Kwanko** is a French company with a strong **international presence**. Present in 7 countries, the company offers a geographical, organisational and business complementarity to **verticalAds'** positioning. In 2021, Kwanko had a turnover of 42 million euros and a workforce of 145 employees. In addition, it has many major brands to its credit, such as **Engie, Groupama, Galeries Lafayette, Monoprix, Spartoo, I-run.fr, Sarenza, ...**

Sharing the same values and remaining managed and owned by their respective founders, the two companies have come together on a project focused on customer service and satisfaction. The merger of the two companies will enable us to offer our clients a portfolio of more than **180,000 publishers** covering all

types of content sites, comparison sites, aggregators, vouchers and loyalty clubs, cashback, display /RTB/ retargeting, email marketing, influence, mobile and B2B.

"The merger of the two companies will enable us to become a major player in performance marketing and, above all, to offer our clients a powerful distribution network throughout Europe and Latin America. The synergies are numerous and will have a positive impact on all our customers and publishers, as well as on our employees," says **Ralf Fischer**, founder of verticalAds and CEO of the new group.

"By joining forces with verticalAds, we will be even more attractive to our customers. The complementarity of our two companies is obvious from a business point of view, but also from a geographical and organisational point of view. This ambitious project gives our teams additional motivation. We found ourselves on an entrepreneurial project, focused on growth and value creation for our clients", says **François Bieber**, the founder of Kwanko and co-director of the new group.

About Kwanko SA:

Founded in 2003, Kwanko is a major international player in digital performance marketing on web as well as mobile. Our mission is to help our advertisers generate more sales, qualified contacts and traffic to their websites and applications. With an international network of over 150,000 publishers and exclusive tools, Kwanko is able to connect brands to their audiences around the world.

About verticalAds Group GmbH:

verticalAds Group is a specialist affiliate marketing group. Split into three sections that are as follows, communicationAds, financeAds and retailAds, the Nuremberg-based company works for more than 400 well-known advertisers. VerticalAds Group's recipe for success is the combination of state-of-the-art technology with a personalised service touch. Through active programme management, the specialist networks support their advertisers and agencies in the active development of their partner programmes.

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