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Press release

Digital advertising along the customer journey

New umbrella brand mrge: digidip, shopping24, and Yieldkit launch platform for Commerce Advertising

Hamburg / Germany, September 1, 2022 — The three global leaders in affiliate marketing, performance marketing, and commerce content – digidip, shopping24, and Yieldkit – launch the umbrella brand mrge, a new platform for Commerce Advertising.

digidip, which specializes in premium publishers with high traffic, shopping24, a solution provider for product recommendations, and Yieldkit, which offers high reach and performance, are joining forces under the new umbrella brand mrge. The name mrge stands for connecting publishers, users, and advertisers. The platform offers tools and technologies with which premium publishers can generate additional revenues – and advertisers can increase their campaign performance at conversion-relevant touchpoints of the customer journey. In 2021, the three sister companies together generated nearly 3 billion affiliate links for their publisher clients, resulting in more than EUR 2 billion of additional e-commerce sales for their advertiser clients. Worldwide, mrge reaches more than 50,000 advertisers, 5,500 publishers, and 100 ad networks. The strongest market is the U.S., followed by Europe. mrge's majority shareholder is Waterland Private Equity.

mrge focuses primarily on Commerce Advertising: This term covers all digital advertising formats that are placed within, or close to, content in purchase-relevant phases of the customer journey, and achieve a clearly measurable conversion. In addition to strategies such as commerce content with affiliate marketing, Commerce Advertising includes product and price comparison pages, product reviews, and product test pages.

Tobias Conrad, CCO of mrge: “Our buy-and-build strategy has succeeded: The three companies, now united under the mrge umbrella, complement each other perfectly to create a forward-looking, one-stop platform. We now offer premium publishers and advertisers the exact tools they need to reach their digital customers where they are responsive to an offer. We call it Commerce Advertising. And that’s just the beginning: We’re integrating more companies into the platform in a targeted way, continuously driving international growth.”



About mrge

mrge is the leading global platform for Commerce Advertising, connecting more than 5,500 publishers, 50,000 advertisers, and 100 networks in over 160 countries. In 2021, the group generated almost 3 billion affiliate links for its publisher clients, resulting in upwards of EUR 2 billion of additional e-commerce sales for its advertiser clients. By merging smart tools, technologies, and formats, mrge brings campaign messages closer to content, creating value for publishers, advertisers, and users alike.

mrge unites the strengths of three leading companies: digidip, which focuses on premium publishers with high traffic, shopping24, which provides product recommendation solutions, and Yieldkit, which delivers high reach and performance. mrge is supported by majority shareholder Waterland Private Equity and managed by CFO Michael von Stern, CTO Nils Grabbert, and CCO Tobias Conrad. mrge has offices in Hamburg and Berlin and employs close to 120 people.

www.mrge.com

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