

Tradedoubler Wins International Performance Marketing Contract with NH Hoteles

Tradedoubler launches new affiliate programs in nine European countries

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[NH Hoteles](#), one of the top 25 hotel chains in the world, has signed an agreement with [Tradedoubler](#), the international performance marketing and technology company, to launch high quality affiliate programs in United Kingdom, Germany, France, Switzerland, Austria, Italy, the Netherlands, Portugal as well as its home market of Spain.

NH Hoteles is a key player in the travel sector, operating almost 400 hotels with around 60,000 rooms in 26 countries across Europe, America and Africa. NH Hoteles also has 20 new hotels under construction which will add more than 2,000 new rooms to its portfolio.

Tradedoubler's performance marketing campaign for NH Hoteles will encompass voucher codes, API, email marketing, text links, verticals, comparison sites and cashbacks.

Mikel Otegui, Online Marketing Director, NH Hoteles, says: "We have a truly international offering, so need a marketing partner that can provide the highest quality affiliate network across multiple territories. Tradedoubler shares our international vision and brings unrivalled expertise in driving revenues through performance marketing for the travel sector. We are looking forward to expanding our international business with their support."

Vittorio Lorenzoni, Regional Director, Tradedoubler comments: "We are excited to win such a prestigious account. NH Hoteles is growing fast and has a distinctive offering that customers' enjoy. We're confident that we can help NH Hoteles achieve their revenue and growth targets and help introduce the brand to a new customer base."

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For further information, please contact:

Jane Henry

Head of PR & Communications

Tradedoubler

+44 20 7798 5866

jane.henry@tradedoubler.com

About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and remains the most successful pan-European performance marketing company, combining strategic international insight with detailed in-country expertise. It helps 2,000 advertisers achieve their business goals through its high quality network of 140,000 publishers and was the first to offer an integrated e- and m-commerce offering to help advertisers extend their online programmes to users on mobile devices.

Tradedoubler is committed to close collaboration with each customer, helping them to generate revenue and succeed on a national and international scale. Among Tradedoubler's advertisers are American Express, ClubMed, Dell, Disney, Expedia and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com

