

SellBranch partners with Twitter to bring Twitter Ads to Nordic countries

23rd October 2014 — SellBranch has been appointed by Twitter as its ad sales partner in the Nordic region. Brands and marketing agencies across Sweden, Finland, Norway and Denmark can now work closely with a local team to make the most of their Twitter activity.

Twitter is live, public, conversational and widely distributed. The platform has more than 271 million active users and is used by brands worldwide to engage with existing customers and reach new audiences.

“With more than 500 million Tweets sent per day, Twitter is the home of conversations, with friends or someone you don’t know halfway around the world. It is where people go to discover what’s happening in their world and this makes Twitter a great place for brands to engage with their customers,” said Katie Lampe, Twitter’s head of sales operations EMEA. “Companies in the Nordic markets are already using Twitter to listen to their customers and market themselves organically, so we are excited to partner with SellBranch to help them use Twitter advertising to amplify these efforts.”

Three out of every five people on Twitter follow at least one brand.* And 78% of people on Twitter are also active on mobile, giving advertisers the perfect opportunity to catch people on the go, in a moment when their content is most relevant. In fact, one in three people who have visited a brand on Twitter go on to make a purchase from that brand.*

“Twitter is unique because of its public, real-time nature. This makes it a great way for people to stay up to date on whatever they are interested in. Brands in Nordic countries now have an even better way to connect with current and potential customers around these interests, with the right message in the right moment. We are excited to be working with Twitter to bring its advertising products to our region and look forward to helping companies grow their communities, tell their story, increase loyalty and ultimately increase referrals and sales,” said Fredrik Sellgren, CEO of SellBranch.

The appointment of SellBranch as Twitter’s direct sales partner gives brands access to the full line of products, services and support available from Twitter.

Twitter has three main ad units:

[Promoted Tweets](#) - Promoted Tweets are regular Tweets but with the added benefit of reaching both current and potential followers who are likely to be interested in your account.

[Promoted Accounts](#) - Quickly build an active community of advocates and influencers that you can engage with on an ongoing basis.

[Promoted Trends](#) - Trends are popular topics happening right now, on Twitter. Because these Trends are placed prominently next to a user’s timeline, they get mass exposure.

Twitter also provides [analytics](#) for brands and agencies using its Ad Products to track Twitter Ads activity, learn more about customer behaviour and adjust campaigns to drive better results.

For more on Twitter business solutions and helpful tips on how to make the most of your presence on Twitter, visit [business.twitter.com](#).

About SellBranch

Sellbranch is a Swedish initiative taken by Fredrik Sellgren and Ola Ahlvarsson and financed by Publigrøpe. Sellbranch today represent large international sites, such as Yahoo and Spilgames in Sweden and the Nordic region and also local site suchs as Spray, Passagen and Happy Pancake working with premium sales and campaign management. Sellbranch also works with Real Time Bidding (RTB) and is connected through Improve Digital's SSP-technology. Giving their customers the possibility to buy inventory on all our connected websites. RTB and Programmatic buying is growing rapidly and Sellbranch is one of the leading companies in Sweden pushing the development

About Twitter, Inc.

Twitter (NYSE: TWTR) is a global platform for public self-expression and conversation in real time. By developing a fundamentally new way for people to create, distribute and discover content, we have democratized content creation and distribution, enabling any voice to echo around the world instantly and unfiltered. The service can be accessed at [Twitter.com](#), via Twitter mobile applications for a variety of devices, and by text message. Available in more than 35 languages, Twitter has more than 271 million monthly active users. For more information, visit [discover.twitter.com](#) or follow @twitter.

For more information:

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*Based on Nielsen research of 1,400 Twitter UK users

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