

blogfoster Launches in the UK: Europe's Leading Technology for Influencer- and Blog Marketing Automation from Germany Will Launch in the UK on 26th January

London, 25th January, 2017- blogfoster, Europe's technology leader in blog and influencer marketing automation from Germany is officially launching its services in the United Kingdom on 26th January. The Berlin based technology company, founded in 2013, has built a scalable technology to help professional bloggers and social media influencers analyse, manage and effectively monetise their reach by matching them with relevant brands and advertisers.

Brands and advertisers are sorted by topic and relevant insights, leaving the bloggers to choose their preferred collaborators themselves, a process which keeps the bloggers' authenticity intact, maintaining audience engagement and the positive perception of advertised brands.

After just over a year of being live, the blogfoster team managed to engage more than 10,000 bloggers and influencers and several hundred active advertisers, such as Unilever, Amazon and ASOS. "We are keen to repeat the success we had in Germany here in the UK. The UK blogging scene is more advanced than in Germany. We strive to realise its full monetisation potential for the benefit of both, the blogger and the advertiser, and is one of the main reasons why we chose the UK to be the first non-German speaking international market," says Simon Staib, Co-founder and Managing Director at blogfoster.

To enable marketing collaborations, both advertisers and influencers need to rely on accurate data measurement and full transparency. blogfoster has developed its own analytics engine, blogfoster Insights, providing relevant data to bloggers giving them an objective overview of their achieved milestones and monetisation. The entire process – from initial selection, engagement and campaigning to the payment of the respective partners, is completely digitized and automated.

blogfoster's technology already reaches more than 35 million readers and generates about 140 million page views on blogs every month. During Q1 2017 blogfoster will, in addition to blogs, integrate all other relevant social media channels including Facebook, Instagram and Twitter, exponentially increasing the viral network effects for blogger and advertiser. As a consequence, an additional 30 million Followers and Fans will be reached.

"Entering the UK market is logical for us: It is the largest advertiser market in Europe and has great relevance worldwide. We are already the clear market leader in the German market. With our cutting edge technology, we now want to expand our international footprint and continue our unique success story in the UK. Our clear goal for the next two years is to become the leading cross-channel technology provider for Influencer Marketing in Europe", says Jan Homann, Co-founder and CEO at blogfoster.



25th January, 2017

“The start-up ecosystem in Berlin is ready for the next step: Many start-up entrepreneurs have now successfully established themselves in Germany and have set their sights on markets abroad. As Berlin’s business development corporation, we support start-ups on their way to internationalisation. So we are delighted to help blogfoster with their launch in Great Britain,” says Dr. Stefan Franzke, Managing Director of Berlin Partner for Business and Technology.

To introduce their service to the UK market, on the 26th January blogfoster is holding an informal networking event at The Hospital Club in central London. This will comprise of a presentation to introduce the brand, how it works and how UK bloggers can benefit. Moreover, it will be an interesting opportunity for media or investment partners to get to know the team, traction and business model of blogfoster.

About blogfoster

blogfoster (www.blogfoster.com) is a technology company that connects advertisers, bloggers and influencers through a user-friendly software solution. By using content articles or the blogfoster influencer adverts, businesses gain access to their target group in a tailor-made environment. The blogfoster software, which is free of charge for bloggers and other influencers, enables users to earn money with their blogs and social channels in a straightforward way. Thanks to this software, influencers can choose to collaborate with a range of campaigns and topics which are the best fit for their blogs. The blogfoster technology converts influencer marketing into a scalable online marketing channel for businesses. The Axel Springer Plug and Play Accelerator GmbH, yabeo Capital GmbH, IBB Beteiligungsgesellschaft and Nils F. Gläser are engaged in the company, founded in 2013 by Jan Homann and Simon Staib.

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