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Press Release

metapeople – part of NetBooster Group - awarded Google Analytics 360 Reseller status in Germany

metapeople Germany, part of **NetBooster Group** (FR0000079683 – ALNBT – PEA-PME eligible), a leading independent European agency in digital performance marketing, has been certified as a Google Analytics 360 reseller by Google. NetBooster Group now holds the Google 360 Reseller status in all three of Europe's main markets.

metapeople Germany joins a small group of certified agencies as one of the only partners in Germany that can offer solutions to all digital performance marketing challenges including the GA360 suite.

Google Analytics 360 is the enterprise suite to the free version of Google Analytics. Aside from selling it directly, Google allows a carefully chosen selection of certified partners to resell the product. To qualify, the companies awarded this status must provide the highest quality of service. NetBooster Group has held the certified reseller status in both UK since the launch of the premium product and in France and Nordics since 2013, and was among the original group of GA certified partners in 2005.

With the growing importance of data on all levels in performance marketing, as well as in the digital transformation of businesses, NetBooster Group's Data & Analytics team consult, implement and support solutions for real-time collection and analysis of data to power omni-channel marketing and personalisation across a wide range of verticals and for over 15 leading brands.

In light of the rapid changes in how digital marketing is delivered, measured and optimized, NetBooster have pioneered a new client-agency approach, where the traditional approach of agencies providing the technology stack is being replaced by the tech stack becoming a central immaterial asset, now more often owned by the advertiser – this shift has been a key driver of the success of the NetBooster strategy in Data & Analytics. Not least due to the increasing focus on consumer privacy.

Julius Ewig, Managing Director of metapeople, explains: *"We believe that the Google Analytics 360 reseller certification adds to our strategy to continuously strengthen data collection and usage for all our clients to enable more efficient performance marketing campaigns, better customer relations and drive digital transformation."*

Kristoffer Ewald, NetBooster Group Director Data & Analytics Services says: *"Since our certification with Google Analytics in 2005, we've proven that our strong focus on partnering on the worlds strongest integrated marketing and analytics stack is a strong growth driver – for us and our clients. The certification of metapeople, our 4th region to achieve this, will further strengthen approach and help our clients outgrow their competitors."*

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About NetBooster Group | www.netbooster.com

NetBooster is a leading independent European agency in digital performance marketing that makes its comprehensive expertise of digital marketing available to its clients to achieve the best possible performance for their investments. The agency invests in technology and covers the entire chain of online marketing through its European network: search engine optimisation and marketing, data and analytics (DnA), GroundControl Technology, display, affiliation, online media, creation, eCRM and social networks, with a recognised expertise in tomorrow's digital marketing (Social Media, Video, Ad Exchange, etc.). Shares in NetBooster are traded on the NYSE Alternext Paris.

About metapeople GmbH | www.metapeople.com

As an agency for effective performance marketing metapeople GmbH provides premium solutions for Affiliate, Display Media, SEA, SEO, Social Media, Data & Analytics as well as Consulting and Tracking from a single source. metapeople has been operating for more than 18 years and +25 locations worldwide. Since May 2011 metapeople works together with the affiliate- brand metaapes, who were founded 2004 and with NetBooster. Thus they can realise best quality for their customers in all major European markets.

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