



We're Joining Forces with Meltwater to Accelerate our Leadership in AI-enabled Consumer Insights

Paris – 16.03.2021 – Guillaume Decugis, CEO Linkfluence

I'm super excited to announce today that we've entered into an agreement for the acquisition of Linkfluence by Meltwater.

At Linkfluence, we believe that winning brands will be the ones that understand their customers at the speed of the Web. Our ambition is to provide them with a platform to do that, contributing to their digital transformation and their moves toward greater customer-centricity. Over the last two years, we've created [innovative solutions](#) forming a new consumer insight platform that addresses the [most valuable use cases of the brand lifecycle](#) and inform them with actionable insights, on demand and in real time. This vision aligns very strongly with Meltwater's, which was founded on the idea that companies could make much better decisions if they not only used backward-looking internal information but also leveraged forward-looking ["insights from the outside"](#).

Meltwater's story is one we are inspired by. Founded in Oslo, Norway, in 2001, the company expanded globally and grew to be a powerhouse. Their impressive growth was made even more impressive by the fact that they took on very little outside investment as they grew, and were largely bootstrapped before going public on the Euronext Growth in Oslo in December, 2020.

Meltwater also has an impressive track record of acquiring companies and successfully integrating them into the Meltwater team. Our organization won't change, and we'll keep working with our clients and partners in the same way that we always have, but they will stand to benefit from a lot of additional functionality, data and artificial intelligence technology in the coming months.

Today, Meltwater's integrated platform helps 28,000 customers globally to find and analyze news and social media. We share the same ambition of transforming the way brands leverage external information to make more informed decisions, and we have never been better positioned to deliver on innovation and becoming the leader of the emerging [AI-enabled consumer intelligence](#) category than now, under the Meltwater banner.

I am very happy and proud that Linkfluence will now be part of the Meltwater family. It's a strong recognition that our platform and our positioning are key differentiators in our competitive landscape and it's a testament to the strength of our team.

I also want to take the opportunity to thank all of our clients and partners for their continued trust as well as our investors who always kept the faith. We would never have gotten this far without the support and feedback of the tens of thousands of users of our platform, the help of our content and software partners nor the financial support of our VCs.

But while we certainly feel a great sense of achievement, this is clearly not our final destination - but rather the beginning of a new journey which we're excited to embark with you on.