# Online scheduling platform Doodle expands to Nordics through partnership with Sellbranch

**Doodle as the leading global online scheduling platform now comes to the Nordics. Nordic Doodle users have helped grow the platform to be one of the rising stars in the Nordic internet scene, with yearly growth rates of more than 30%. Sellbranch will help monetize the valuable traffic millions of Doodle users are generating month by month.**

Michael Brecht, CEO of Doodle explains ”I am really happy about the partnership between the leading Swedish online advertising agency Sellbranch and Doodle as the global standard for online scheduling, as we will jointly offer our highly interesting ads inventory to Nordic clients/corporates.”

Doodle is attractive for corporate clients as the company offers highly-affine branding solutions for advertisers, all situated around the poll, the Doodle users are creating.

- We really looking forward to launch Doodle in the Nordics. Doodle has fantastic advertising solutions which we look forward to bring to the market. Combining Doodle’s high end users with Sellbranch programmatic technology and sales force I’m confident that we will deliver high values for advertisers and consumers” says Marcus Ericson, Programmatic Director at Sellbranch.

Advertiser solutions and road show are being launched throughout March.

## About Doodle

Doodle is a social scheduling tool. It hugely simplifies the process of scheduling events, whether they’re dinners with friends, reunions, weekend trips, board or team meetings, or anything else. With more than 25 million people using Doodle around the world every month, the application has become the global standard for online group scheduling. For more information: [www.doodle.com](http://www.doodle.com)

## About Sellbranch

Sellbranch is a Swedish initiative taken by Fredrik Sellgren and Ola Ahlvarsson, founded 2009. With Improve Digital’s SSP-technology Sellbranch help publishers with their programmatic strategy and sales across the Nordics. Sellbranch is the official sales house for large international partners such as Twitter, Yahoo and SpilGames. During 2014 Sellbranch was bought by PubliGroupe.

Read more about Sellbranch: [www.sellbranch.com](http://www.sellbranch.com)

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