SKIMLINKS | Press Kit

Our story

Skimlinks started life as a link affiliation tool. The mission was to make affiliate marketing easy for publishers, enabling them to earn revenue for the role their content plays in starting consumer purchase journeys.

As content affiliation has become a meaningful revenue stream for publishers, Skimlinks has expanded its content-to-commerce platform into new data services to create additional value. Skimlinks now provides publishers with insights on the shopping behavior of their audience, which can be used to both:

- improve the quality or effectiveness of the commerce-related content they produce

- increase the yield from other monetization streams such as on-site advertising

Through its latest "Audiences by Skimlinks" data offering, Skimlinks is making the shopping-intent data generated by commerce-related content programmatically available to advertisers. This not only enables advertisers to connect with consumers with declared shopping interest in their products, brands or categories, but it creates yet another revenue stream for publishers who join Skimlinks' data co-op.

Skimlinks has dedicated account management teams for both merchants and publishers to help them realize the full value of the ecommerce opportunity created by commerce-related content.

Our founders: Alicia and Joe

Alicia Navarro is our CEO & Co-Founder of Skimlinks. Under her leadership, Skimlinks drove over $1 billion in ecommerce transactions in 2016 for more than 57,000 publishers including Hearst, Conde Nast and Gizmodo. Her vision and ambition is reflected in the expansion of Skimlinks data business, as Skimlinks is now the world's largest source of shopping-intent data available to advertisers programmatically.

Joe Stepniewski is Chief Product Officer and Co-Founder of Skimlinks. He is responsible for growing our publisher network of 1.5 million domains and innovating our platform to give publishers the tools they need to develop new revenue streams. He grew his skills while running is own websites and working for an independent electronic music label.

Skimlinks has 85 employees, is headquartered in London and has a satellite office in New York. Our network includes 1.5 million publisher domains, 24,000 merchants and see more than 1billion cookies monthly that can offer granular audience insights for advertisers.

Our clients include:

Publishers

Daily Mail   BuzzFeed   HEARST magazines UK   CONDÉ NAST   REFINERY29

Merchants

Apple   John Lewis   NORDSTROM

NET-A-PORTER   amazon   ebay

Affiliate networks

affiliatewindow part of the zanox group   PERFORMANCE HORIZON   pepperjam   Rakuten LINKSHARE

CJ by CONVERSANT   webgains   Impact Radius   SHAREASALE

DMPs

LOTAME   AppNexus

eyeota   krux

bluekai

DSPs

doubleclick bid manager by Google   MediaMath

theTradeDesk

What our customers have to say about us

"The data insights we can get from Skimlinks are crucial. Being able to apply Skimlinks' knowledge and experience of the publishing industry to our business has also been advantageous."
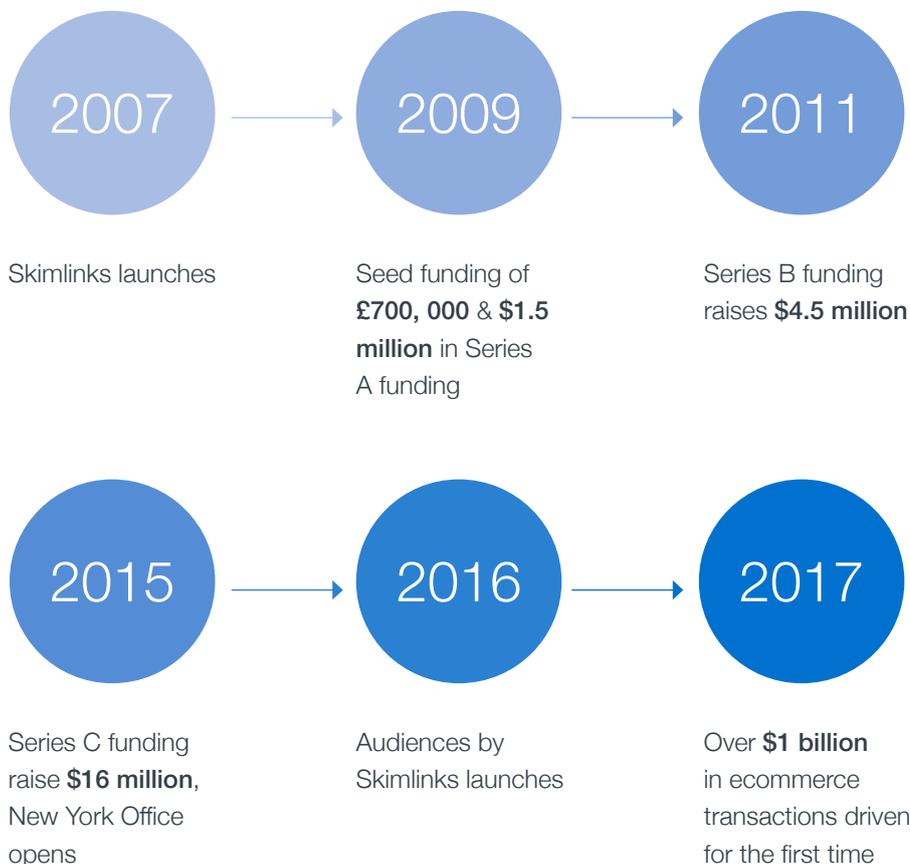**- Camilla Cho**

New York

"Skimlinks was the first platform that provided us with data and data tools that are super simple to use and access. The dashboard gave digestible insights, like what posts people like or which merchants are most popular, which our editors can use and translate into earnings for us."
- Jessica Probus

BuzzFeed

Skimlinks Timeline

2007 → **2009** → **2011**

Skimlinks launches

Seed funding of **£700, 000** & **$1.5 million** in Series A funding

Series B funding raises **$4.5 million**

2015 → **2016** → **2017**

Series C funding raise **$16 million**, New York Office opens

Audiences by Skimlinks launches

Over **$1 billion** in ecommerce transactions driven for the first time

Key statistics:

$1bn
in ecommerce transactions in 2016

38%
growth year-on-year

$36ml
gross revenue 2016

57,000
publishers

24,000
merchants

1bn
total cookies observed every month

$24ml
raised in equity

2%
of the Internet uses Skimlinks tags. Skimlinks is used on more sites than any other tag-based affiliate platform.
similartech.com