

Romanian company 2Performant, 64 pct increase in sales in Q3

The technology company 2Performant, listed on the AeRO market of the Bucharest Stock Exchange (BVB), has intermediated in the third quarter of this year, through its marketing platform, a number of 318,900 sales, by 64.2 pct more than in the same interval of last year, at a value of 16.9 million euro, a 67.6 pct increase.

According to company data, published on Monday, in the January - September 30, 2021 period, the total number of intermediated sales is 865,400 (+27 pct), totalling 44.2 million euro (VAT excluded), a 34.9 pct increase compared to the similar interval of 2020.

Furthermore, 2Performant has brokered 15.3 million clicks, by 34.9 pct more than last year and has recorded an average conversion rate of 2.3 pct over 2.1 pct the previous year. At the same time, the average value of the shopping cart has increased by 2.1 pct and reached 52.82 euro, VAT excluded.

2Performant is a Romanian tech company that develops, operates and monetizes 2Performant.com - an integrated affiliated marketing and influencer marketing platform. Through this platform businesses can appeal to partners, affiliates, and influencers, which they can work with through the two collaboration models available at this moment: affiliated marketing and influencer marketing.

2Performant is a company listed on the AeRO market of the Bucharest Stock Exchange, under the 2P symbol, the first tech company listed on the AeRO market with development of own product as its sole objective

2Performant has intermediated, through its affiliated marketing platform, sales worth 279 million euro, through more than 476 million clicks, for 785 eCommerce actors in Romania and the region.