

PRESS RELEASE

22 October 2026 10:00 CEST

Metapic's new creator app gains strong early traction following September launch

Increased creator participation and app usage support Metapic's commercial growth opportunity, as platform-wide clicks and orders rise.

Stockholm, 20th October — Following the successful launch of its creator app in September, Metapic, the European creator commerce platform within NYORDA, has recorded strong early traction. The app makes it easier for creators to generate links to products they recommend. When shared in their content, these links direct consumers to brand partners, where clicks can turn into purchases and generate revenue through Metapic's performance-based commerce model.

In the first 28 days following launch, the number of creators making their first recorded link increased by **31%**. This means more creators taking the first step towards generating traffic and sales for brand partners. The app also recorded approximately **12 link creation actions per install** during its first four weeks, providing an early indication of usage beyond download.

Across Metapic as a whole, clicks increased by **9.5%** and orders by a staggering **17%** in the four weeks following launch. This demonstrates commercial momentum and illustrates the importance of the activity the app is designed to support: more creators sharing product links creates more opportunities for consumer visits, purchases and revenue for Metapic.

Turning creator engagement into commercial activity

First announced in beta in July, the creator app was designed to give creators a more direct way to work with Metapic, from accessing campaign opportunities and understanding brand requirements to acting on performance insights. The September launch advances that ambition, with link creation providing an early, measurable view of participation.

By bringing link creation into creators' mobile workflows, the app makes it easier to connect content with earning opportunities. Metapic's focus is to become a more regular part of how creators monetise their content, deepening relationships and supporting sustained activity across its network.

"These results show momentum in creator activation and app usage," said **Jürgen Burkhart, Co-CEO of Metapic**. "We are building on an established network and strong brand relationships, with technology that makes it easier for creators to turn content into income. Our focus now is to deepen that engagement and translate more creator activity into measurable sales for brands and revenue growth for Metapic."

PRESS RELEASE

22 October 2026 10:00 CEST

Building on an established growth track record

Metapic has sustained strong revenue growth, growing 24% over the last four quarters. The app builds on that track record by helping the business generate more activity across the creator network and brand relationships it has already established.

The commercial opportunity extends beyond attracting app downloads. Activating more creators and making participation simpler can increase the volume of monetised content across the platform. Sustained activity can, in turn, support greater transaction volumes and further revenue growth.

The app complements Metapic's investment in proprietary tracking technology and AI capabilities. Together, these developments make creator participation easier, support more informed creator matching and give brands a clearer view of the value their partnerships generate, from awareness and engagement through to sales.

Positioned where growth is moving

Metapic's development reflects NYORDA's focus on businesses positioned where brand discovery is evolving. Through creator commerce, Metapic connects the content that influences purchasing decisions with measurable commercial outcomes.

The app adds a direct mobile connection to Metapic's creator network. Combined with established brand relationships and proprietary technology, it strengthens the business's capacity to expand commercial activity and supports NYORDA's ambition to build long-term value across its specialist portfolio.

About Metapic

Metapic is a European creator commerce platform connecting creators with brands through performance-driven marketing and social commerce solutions. Part of NYORDA, Metapic helps creators monetise their content and brands measure the value of creator partnerships.

About NYORDA AB

NYORDA AB, formerly Tradedoubler AB, is listed on Nasdaq Stockholm. NYORDA brings together specialist businesses across partner marketing, creator commerce, app marketing, retail media and AI visibility, helping brands grow across the channels and technologies shaping the future of discovery.

For further information, please contact:

Matthias Stadelmeyer, CEO NYORDA

Phone: +46 8 405 08 00

Email: ir@nyorda.com

PRESS RELEASE

22 October 2026 10:00 CEST

Image Attachments

[Metapic Press Release 01 1](#)