

Medienmitteilung

Doodle confirms growth trend, transfers ads business for the DACH region exclusively to Goldbach

Zurich, 28 October 2021 – Doodle posts strong first-half sales growth in the business customer segment – and from January 2022, Goldbach Publishing is to take on exclusive marketing of Doodle as an advertising platform for the DACH region.

The successful transformation into a Software-as-a-Service (SaaS) company is reflected in the numbers of paying subscribers: Annual Recurring Revenues in the first half rose by 60 percent year-on-year here. The growth in sales is attributable to Doodle's leading position as an online scheduling tool, coupled with a clear focus on product innovation and the professional customer segment. The core element here is the revised Booking Page – geared to the needs of sales teams, consultants, recruiters and others who have large numbers of customer meetings and contacts. Doodle reports 100% year-on-year growth here.

Doodle CEO Renato Profico comments: «I'm very pleased about the milestones we've reached. As well as achieving strong growth in the number of paying subscribers over the last twelve months, we've also continued to develop our platform. By the end of the year, we will launch more core functions and new integrations that will open up yet more possibilities for usage in this business area.»

Ads business goes to Goldbach

At the same time, Doodle is ushering in another new chapter in the company's history: until now, Doodle has conducted its own commercialization of ads. But this is now set to end because from January 2022 onwards, Goldbach will take over exclusive marketing of the ads business for Germany, Austria and Switzerland (the "DACH" region). By taking this step, the company will ensure that advertising customers get a high-quality product, and marketing of the popular online scheduling tool will become even better. Doodle itself will continue to be responsible for marketing programmatic advertising in the USA, which accounts for the largest percentage of its business. «In the context of our consistent focus on product development, we at Doodle took a deliberate decision to separate the ads business from our core business. I'm absolutely delighted to be able to pass the ads business over to such a strong marketing partner as Goldbach,» Renato Profico notes.

New jobs created

Following on from the transfer of the marketing mandate for the DACH Region, two Doodle employees will move to Goldbach Publishing in Switzerland. Despite this, the headcount has seen a further 35 percent increase year-on-year. Renato Profico is delighted with this trend: «To see a company grow is a wonderfully enriching experience, but it also means a lot of responsibility. So I'm glad that we recently became a certified '[Great Place to Work](#)'. This shows the success of our efforts to create an appreciative working environment and to offer attractive jobs with plenty of potential for every individual to develop.»

Contact

Roman Hess, Head of Communications Technology & Ventures, TX Group

E-mail: roman.hess@tx.group

Jule Aderholz, Content & Communications Manager, Doodle

Email: ja@doodle.com

About Doodle

Doodle is one of the world's leading scheduling technology platforms, helping some of the largest brands instantly meet with clients, colleagues and teams. It is used by over 30 million active monthly users around the globe to provide a smart alternative to endless back-and-forth emails. Doodle integrates effortlessly with calendars and various communication tools to truly simplify meeting organization for companies, the self-employed and private individuals.

Part of the Swiss media company, TX Group, Doodle AG is headquartered in Zurich, with offices in Berlin, Atlanta, New York and Belgrade.

www.doodle.com