



Press release, Stockholm October 20th 2016

What do readers really think about blogs? Tailsweep and Nepa is launching “Bloggpanelen”

Tailsweep is the largest and leading media channel in blogs and social media with 4.5 million unique blog visitors a week, 7.4 million followers on Instagram and 2.5 million fans on Facebook. In close collaboration with the rapidly growing research and data science company Nepa, Tailsweep has created “Bloggpanelen” that will pinpoint readers opinions about blogs.

Bloggpanelen allow the participants involved in the study to give their opinion on blogs, brands, advertisers, content providers, and more.

According to Olle Råghall, Head of Commercial Services within Media at NEPA, the panel will result in a better experience for both readers and bloggers. At the same time advertisers will gain better insights into what readers really want.

- Tailsweep are the true pioneers in the blog market and Bloggpanelen is an important step to further develop the market for influencers. To us it feels quite natural to ask the users themselves what they think.

Tailsweep aim to be the best, long-term alternative for both influencers and advertisers. Bloggpanelen is a tool that makes us more relevant to all parties and it will raise the overall quality of the market. It will deliver better data, more insights and a more reality-based monitoring of campaigns for blog media formats, says Öjje Holt, CEO of Tailsweep.

About Tailsweep

Tailsweep is the largest and leading media channel in blogs and social media. Tailsweep works primarily with strong independent influencers with a high level of activity among their followers.

For information, please visit <http://www.tailsweep.se/> or contact our CEO Öjje Holt +46 76 801 72 21.

About Nepa

Nepa is a company at the crossroads of research, consulting and IT. We use technology and industry expertise to develop innovative and efficient research solutions that go beyond insights and enable action. By combining survey data, behavioral data and business data, we help our clients become truly customer centric by tying what consumers say to what they actually do. Connecting the dots between data sets transforms the voice of the consumer into a concrete tool for decision-making with real financial impact. We call it the ActionHub®.

Headquartered in Stockholm, we have ongoing assignments in 50+ countries across five continents. We are 200+ employees with local presence in China, Denmark, Finland, India, Norway, Singapore, Sweden, UK and US.

For information, please visit www.nepa.com or contact our EVP & CFO P-O Westerlund, p-o.westerlund@nepa.com, +46 706 404 824.