

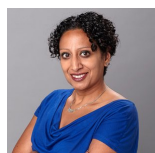
# Hubert Burda Media

## Prettique



With the platforms *tracdelight.com* and *Brandsyoulove.de*, the tracdelight GmbH is Germany's largest influencer network and full-service provider for authentic micro and macro influencer marketing. *Brands you love* offers companies the possibility of converting influencer actions with a community of +200,000 members. As an affiliate provider, *Tracdelight* strives to perfect the connection between fashion and lifestyle brands and publishers. Customers are - in addition to the biggest online shops - all leading premium publishers such as *Bunte.de*, *Instyle*, *Elle* and *Stylebook* as well as over 1,200 bloggers and influencers.

Prettique was founded in 2017 with the idea to establish a B2C platform in addition to the B2B business. The jewellery start-up complements the lifestyle and fashion themes with e-commerce.



**Nina Zimmermann**  
Managing director

Born in Britain, Nina Zimmermann held various digital roles (with companies such as T-Online, Bertelsmann and the internet marketplace *ricardo.de*) before joining the management board and organising the internationalisation of the Experteer career network, where she was most recently responsible for products and technology. Since April 2016, Nina Zimmermann has had overall managerial responsibility for the celebrity portal *Bunte.de*, the videotainment brand *BNow*, the affiliate network *Tracdelight*, Burda's word-of-mouth team and the crowdfunding music label *Musicstarter*.

### Facts

<b>Division</b>	BurdaStudios
<b>Managing director</b>	Nina Zimmermann
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