FanFinders acquires UK’s leading baby brand review site

Wednesday 2 June, 2021

SHOREDITCH, LONDON (2 June, 2021) – FanFinders, a leading performance marketing and consumer intelligence company in the parenting industry, today announced its acquisition of *The Best for Baby* (www.thebestforbaby.co.uk), the UK’s largest independent review website for baby brands.

The addition of *The Best for Baby* to the FanFinders’ network, which includes Your Baby Club in the UK and US, will give parents the opportunity to see reviews on the latest brands and individual products, as well as the chance to leave their own ratings.

“*Reviews remain a vital resource for many new parents when it comes to deciding on products for their baby,*” said Alec Dobbie, CEO and co-founder of FanFinders.

“*Through this acquisition, we will bring together an existing base of over 200,000 ratings on the latest brand products, and our exclusive offers, competitions and expert content. This furthers our mission of building the ultimate place-to-be for new and expectant parents in the UK.*”

The Best for Baby acquisition cements FanFinders as one of the UK baby market’s fastest growing and innovative companies, following the news that Your Baby Club recently surpassed over 3 million members in the UK alone.

“*It’s not enough to simply give members access to offers and discounts – parents want quality content, resources and functionality to support them during their pregnancy journey and beyond,*” added Adam Gillett, FanFinders’ Chief Commercial Officer and co-founder.

“*Through our expansive technology roadmap and now The Best for Baby platform, we are creating something unmatched anywhere else in the baby market - for both our members and brand partners alike.*”

The Best for Baby (www.thebestforbaby.co.uk) will initially remain a standalone website, before being fully integrated with the Your Baby Club platform in the coming months.

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About FanFinders

FanFinders was founded in 2013. It connects brands with parents who want what they have to offer through its consumer platform, Your Baby Club, whilst remaining compliant with strict data privacy standards like CCPA and GDPR.

Hosting a wide range of baby content, offers and exclusive discounts from leading brands, Your Baby Club has over 5 million members across the UK and US.

Follow FanFinders on Twitter, Facebook, LinkedIn, YouTube, or visit www.fanfinders.com

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