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Barter Raises €1,500,000 Seed Round to Accelerate International Expansion

Lisbon, November 14, 2025 – Barter, the Amsterdam-based marketplace that connects brands and creators through authentic product-for-content collaborations, announced at Web Summit 2025 that it has raised a €1,500,000 Seed to accelerate international expansion and strengthen its position as one of Europe’s fastest-growing creator marketing platforms.

The round includes notable investors Raymond Spanjar and Floris Rost van Tonningen, the founders of Hyves, Lance Diaresco, ex CMO at Disney, alongside NXT, highlighting strong confidence in Barter’s mission to make influencer marketing more transparent and mutually beneficial.

Since launching in 2023, Barter has facilitated over 5,000 collaborations and grown to a community of more than 30,000 verified creators. Brands such as Just Eat Takeaway, Otrium, and bol.com already use Barter to build long-term relationships with creators who genuinely love their products, turning word-of-mouth into a scalable growth channel.

“We’re building the infrastructure for the next era of influencer marketing, one based on authenticity, creativity, and real exchange,” said Salomo van Mook, Co-Founder and CEO of Barter. “This funding allows us to expand into new markets and scale a frictionless marketplace where creators and brands can collaborate effortlessly.”

Barter has become a leading platform for brands in fashion, beauty, lifestyle, and food & beverage, helping them scale user-generated content while enabling creators to access products they genuinely use and trust.

About Barter

Barter is a next-generation marketplace for brand–creator collaborations. By enabling product-for-content partnerships instead of paid sponsorships, it helps brands build authentic awareness while empowering creators to showcase products they genuinely use.

Headquartered in Amsterdam, Barter works with over 30,000 creators and leading European brands including Just Eat Takeaway, Otrium, and bol.com.

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