Warsaw, 11/10/2021

**Pathfinder 23 joins the Amazon Advertising Partner Network**

In August, Pathfinder 23 was accepted to the Amazon Advertising Partner Network, a global community of agencies and tool providers that can help advertisers achieve their business goals using Amazon Advertising products.

“We are very happy to be part of the Amazon Advertising Partner Network. Amazon has a great impact on retail, and we believe that it is crucial for an agency that specializes in that area to have proficiency in Amazon Advertising self-service ad products. Now, as a part of a Partner Network global community, we have gained acknowledgment of our know-how and skills from the very source,” says Ada Wachowska, Head of Amazon & Media Buying at Pathfinder 23. “We won’t get complacent, though. Our team has a thriving need for development, and we plan to use the benefits offered to the partners to deepen our expertise and help our clients achieve their objectives in even more efficient ways.”

Pathfinder 23 is an End-to-End E-commerce agency, hence it provides holistic E-commerce services. They include strategy, business intelligence, marketing automation, Data-Driven design, E-content and E-FMOT video production, localization and transcreation services, as well as E-merchandising, activation, category management, and maintenance.

**About Pathfinder 23:**

Pathfinder 23 is dedicated to brand activation in the E-commerce area. The agency's team currently consists of over 250 people. Pathfinder 23's global clients include Coty, Bayer, Royal Canin, 3M, Lindt, among others. The agency is part of the Brand New Galaxy (BNG) group.

**About Brand New Galaxy:**

Brand New Galaxy is a fast-growing, independent holding of marketing and technology agencies. The privately-owned “independent marketing platform” was founded in Warsaw, Poland, in 2017 and has grown to 500+ employees to date. Brand New Galaxy invests in innovative and dynamic ideas that thrive in a start-up environment and are scalable to compete with network agencies. Brand New Galaxy is a member of the MDC Global Affiliates program. Named “Debut of the Year 2018”, “Success of the Year 2019”, “Success of the Year 2020,” BNG has been ranked number one in prestigious agency rankings by PRESS magazine.

Brand New Galaxy companies include:

Pathfinder 23 – global E-commerce agency; Life on Mars – beauty & fashion production agency; Spacecamp  – global digital agency; Synthrone – E-commerce automation and implementation platform; Voyager – E-business delivery agency; New Gravity – software & direct-to-consumer house; Robonauts Pictures – E-commerce production house; content26 – Amazon content & advertising; Man on the Moon – HR Agency; BNG MEA – Dubai-based hub driving commerce in MEA region; Brand New Galaxy AMS – Amsterdam-based hub igniting growth for businesses in Western Europe.

Pathfinder 23 is the second agency within Brand New Galaxy that has joined Amazon Advertising Network after Seattle-based content26, which was acquired by the group in 2020.