Linkbroker at a glance

Fact sheet for press and media · As of November 2026

Linkbroker is the marketplace for backlinks and digital PR. Companies and agencies book expert articles, brand mentions and PR placements on more than 100,000 verified publishers, at fixed prices and with a live link as proof. AI tools such as the Linkfinder, the assistant Lexa AI and an MCP connection help choose the right publishers. Teams that prefer not to do it themselves book the managed service for links, PR, AI visibility (GEO) and content.

10,300+
customers

100,000+
verified publishers worldwide

45,575+
published placements

What we offer

- Marketplace for backlinks and digital PR
- Linkfinder: AI recommendations for suitable publishers
- Lexa AI: AI assistant for campaign and visibility questions
- MCP: use Linkbroker inside AI assistants
- Managed service: links, PR, GEO and content from one team

Founders



Mats-Lennart Petersen
Co-Founder & CEO



Julian Kirfel
Co-Founder & CMO



André Kirfel
Co-Founder & CSO

Company

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Brand colours and typeface

Navy · web #0E101B · print C87.8 M66.7 Y16.1 K67.8

Lime · web #E1FF00 · print C25.5 M0 Y85.5 K0

Typeface: Euclid Circular B

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