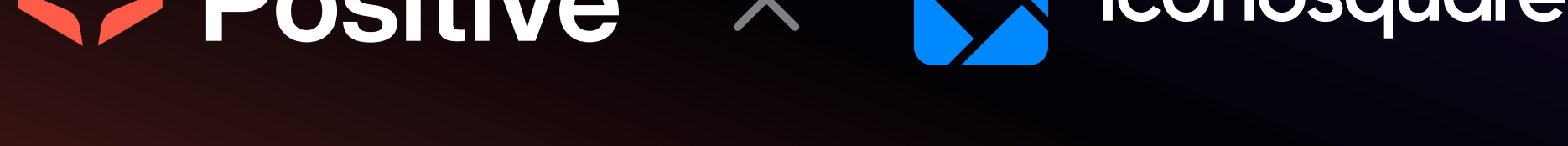


Positive acquires Iconosquare, adding social media Management to its Positive User customer engagement platform

This twelfth acquisition marks yet another milestone in Positive's ambition to become the most complete sovereign customer engagement platform for European brands and agencies.



Paris, May 2026 – Positive the European martech SaaS company behind Positive User, Positive Surfer, and Positive Signitic, today announced the acquisition of Iconosquare, a leading social media management and analytics platform serving more than 3,000 customers in over 60 countries. As part of the acquisition, Iconosquare's 34-person team, based in Limoges, France, will join Positive.

Founded in France in 2011 as Statigram before rebranding to Iconosquare in 2015, the platform has become a trusted social media management solution for brands and agencies, offering analytics, scheduling, and performance reporting across Instagram, Facebook, LinkedIn, TikTok, and other major platforms. With nearly half of its customer base in EMEA (49%), and significant presence in North America (28%) and APAC (19%), Iconosquare brings a genuinely international footprint to the Positive ecosystem from day one.

Positive tapping into a \$2.9 trillion market opportunity.

The social media management market continues to expand rapidly, driven by the scale of social media adoption - over 5.1 billion users globally - and the growing role of social platforms in driving marketing performance.

5.1B

Social media users worldwide, fueling demand for integrated management tools.

\$200B+

Annual global spend on social advertising, and growing.

\$2.9T

Projected social commerce volume by the end of 2026.

For Positive's existing customer base — spanning more than 45,000 brands and agencies across Europe and North America — this acquisition opens immediate cross-sell opportunities and positions Positive to compete more effectively at the intersection of engagement, content, and social media.

Closing the loop on customer engagement



This acquisition is not simply the addition of a new product; it is the extension of a strategic vision: the most effective customer engagement happens when brands can manage every touchpoint of the customer journey in a unified, connected environment. Until now, social media has remained largely absent from that picture, and Positive bridges this gap by creating strong synergies across the Positive product suite.

With Iconosquare joining the portfolio, brands will be able to manage social publishing, analytics, inbox activity, CRM workflows, email campaigns, and automation from a single platform.

The combination of Positive Surfer and Iconosquare will also make it possible to move seamlessly from SEO-optimized content creation to social distribution, helping teams accelerate campaigns and make more informed decisions across channels.



At the same time, Positive Signitic's employee advocacy capabilities will be strengthened through Iconosquare's social analytics, giving companies greater visibility into the impact of employee-driven communication.

Iconosquare also brings to Positive a battle-tested platform with a reputation for depth of analytics and quality of UX. The product's analytics-first positioning with customisable dashboards, cross-platform reporting, and competitive benchmarking, is seen as complementary to Positive User's current capabilities, where analytics remains an area of active development.

"Social media is one of the highest-impact channels in modern marketing, yet it has remained disconnected from the broader engagement and CRM landscape. The market is full of social tools. What it's missing is a platform where social actually connects to the rest of marketing. That's what we're building. Iconosquare makes Positive the first European platform where a brand can go from content to conversion to retention, in one place."

Paul De Fombelle, Positive CEO



About Positive

Positive is a sovereign European martech leader (€70M+ ARR) serving 45,000 SMBs with reliable, AI-enhanced solutions: Positive User (Emailing & Customer Engagement), Positive Surfer (AI SEO & Content Intelligence), and Positive Signitic (Email Signature Management). Headquartered in Lille with 450+ employees, Positive hosts data exclusively in France and Germany, ensuring full European compliance.

For more information: www.positivegroup.com

About Iconosquare

Founded in 2011 in France, Iconosquare is a social media management and analytics platform used by brands, agencies, and marketing teams worldwide. The platform supports publishing, scheduling, reporting, social listening, and engagement management across all major social networks. Iconosquare is trusted by over 3,000 customers in more than 60 countries.

For more information: www.iconosquare.com

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