

How do you master the challenges of the marketing evolution?



Pressure to enhance transparency

Does your supervisor demand good arguments why specific campaigns or actions should be implemented or inquire about the results already achieved with them?

We use central dashboards to link information originating in multiple sources and make complex business workflows more transparent.

You can see your return on investment every step of the way: We enable you to keep track of important KPIs at all times on your desktop and on mobile devices. In this way, you will be perfectly prepared to answer your supervisor's questions and improve collaboration in your teams at the same time.



Pressure to innovate and become more agile

You always are compelled to keep up with the latest trends to avoid disappearing among your competitors? You have to reinvent yourself time and again to keep customer satisfaction levels as high as possible?

In our CRM we combine social media data with information on customers, contacts and marketing campaigns to facilitate communication between marketing and sales teams.

We help you stay informed at all times! Our analyses are available at the push of a button so that you can respond to the specific needs of markets and customers and be even closer to your customers and understand them better.



Brand transfer

You have to cater to all the channels with personalized content to convey your brand message optimally to your target groups?

Our software solutions automate marketing processes using enhanced information on user profiles and user behavior.

We enable you to individualize your communications! With our solutions you can provide every customer with relevant content at all times through their preferred channels: Using targeted campaigns, you will reach more customers and increase your success while reducing your costs. In this way, you can optimize processes sustainably and generate high-quality leads.



Consistent data management

Does each one of your staff members need to be able to access the same level of information to that customers are not provided with conflicting facts?

We integrate our solution directly into your Dynamics 365 environment so that your files can be shared across departments and locations.

One solution, one database – thanks to Single Sign-on (SSO), you have to register only once to use all the services you are authorized to access. You and your colleagues always work with the same consistent database and always have the same knowledge!



Security and data protection

Are you working with personal data that must be protected reliably?

Our solution meets the highest security standards and the provisions of the GDPR.

With our solution you do not have to be a data protection professional and attain certifications – let us worry about them! With us, you are on the safe side and can save money.



Budget control

Do you have to keep track of your costs and control compliance with your budget at all times?

We deliver a solution that analyses very large volumes of data in real time so that you have reliable information on which to base your decisions.

You can analyze data quickly – just the basis you need to develop your company's cutting edge and increase its market value.