

# SaaS-platform voor marketing en verkoop voor consumentengoedere en dienstver



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## SaaS-platform voor marketing en verkoop voor consumentengoederen en -diensten

Het bedrijf levert een innovatief en efficiënt SaaS-platform, ontworpen voor bedrijven van alle groottes, met drie kernmodules: marketingautomatisering voor consumenten, sales-out capture voor distributeurs en marketingstimuleringsprogramma's voor de handel. Dit maakt wereldwijde uitbreiding en hoge terugkerende inkomsten mogelijk, wat wordt bevestigd door hun staat van dienst met bedrijven van wereldklasse op vier continenten.

### Waardevoorstel

Gedefinieerd op basis van de eigen ervaringen van de oprichters als marketing- en IT-directeur bij multinationals, wat aanslaat bij klanten.

Flexibele en schaalbare SaaS: Volledig beheerde oplossing, waardoor er geen externe implementators nodig zijn. Pay-per-use abonnementsmodel met aangepaste opties voor kmo's en grote ondernemingen. Een zeer concurrerende prijs-prestatieverhouding in vergelijking met vergelijkbare producten.

Omnichannel klantbetrokkenheid: Geïntegreerd platform voor digitale marketing, loyaliteitsprogramma's en gamification, waarmee consumenten naadloos 360° kunnen worden gevolgd.

Automatisering van verkoopgegevens: Geautomatiseerd vastleggen van verkoopgegevens en uitvoering van incentiveprogramma's, waardoor end-to-end inzicht in verkoopprestaties wordt verkregen en slimmere, snellere commerciële beslissingen kunnen worden genomen.

Bewezen staat van dienst: meer dan 12 jaar implementaties in 4 continenten. Klanten leiders in Tabak, Olie, Consumentengoederen, Agro-industrie, Auto & Banden productie

Hoge terugkerende inkomsten & winstgevendheid: Exponentieel bedrijfsmodel > 90% 2024 Jaarlijks terugkerende inkomsten (ARR) 70% 2024 Brutomarge Sterke kasstroom

Door experts geleide uitvoering: Team met meer dan 20 jaar ervaring in marketing en technologie. Meertalige realtime ondersteuning. +40 werknemers.

Volwassen software- en servicemodel: Ontworpen door experts in consumentengoederen, met 12 jaar platform verrijking op basis van best practices van wereldklasse en een servicemodel dat door klanten wordt gewaardeerd.

Beveiliging en compliance op bedrijfsniveau: Gecertificeerd om de hoogste normen voor gegevensbescherming te garanderen ISO 9001 , ISO 27001 , GDPR

Sterk marktgroei-potentieel: Goed gepositioneerd in de snelgroeiende MarTech-sector: Een markt van meer dan 400 miljard dollar die naar verwachting meer dan verdubbeld zal zijn in 2033 – gedreven door AI-automatisering, data-eigendom en evoluerende digitale verwachtingen...

(bron: BR insights en grand view)

GROSS REVENUE

\$ 0

EBITDA

\$ 0

BUSINESS TYPE

Software & SAAS

COUNTRY

Argentinië

BUSINESS ID

L#20251038

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