Piattaforma SaaS di marketing e vendite per i beni e i servizi di consumo



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L'azienda offre una piattaforma SaaS innovativa ed efficiente, progettata per aziende di tutte le dimensioni, con tre moduli principali: automazione del marketing per i consumatori, cattura del sell-out dei distributori e programmi di incentivazione del marketing commerciale, che consentono un'espansione globale e ricavi ricorrenti elevati, convalidati dalla loro esperienza con aziende di livello mondiale in quattro continenti.

Proposta di valore
Definito sulla base delle esperienze dei fondatori come direttori marketing e IT in aziende multinazionali, che risuonano con i clienti.

SaaS flessibile e scalabile: Soluzione completamente gestita, che elimina la necessità di implementatori esterni. Modello di abbonamento pay-per-use con opzioni personalizzate per PMI e grandi imprese. Un rapporto prezzo-prestazioni altamente competitivo rispetto ai suoi colleghi.
Fidelizzazione omnichannel dei consumatori: Piattaforma integrata per il marketing digitale, i programmi di fidelizzazione e la gamification, che consente di seguire i consumatori a 360°.

Automazione dell'acquisizione del sell-out: Acquisizione automatizzata dei dati di sell-out ed esecuzione dei programmi di incentivazione, per fornire una visibilità end-to-end sulle performance di vendita e consentire decisioni commerciali più intelligenti e rapide.

Esperienza comprovata: oltre 12 anni di implementazione in 4 continenti. Clienti leader nei settori del tabacco, del petrolio, dei beni di consumo, dell'agroindustria, della produzione di autoveicoli e pneumatici.

Elevati ricavi ricorrenti e redditività: Modello di business esponenziale > 90% 2024 Ricavi ricorrenti annuali (ARR) 70% 2024 Margine lordo Forte flusso di cassa

Esecuzione guidata da esperti: Team con +20 anni di esperienza nel marketing e nella tecnologia. Supporto multilingue in tempo reale. +40 dipendenti.

Modello maturo di software e servizi: Progettato da esperti nel settore dei beni di consumo, con 12 anni di piattaforma
arricchimento basato su best practice di livello mondiale per i clienti e su un modello di servizio apprezzato dai clienti.

Sicurezza e conformità di livello aziendale: Certificato per garantire standard di protezione dei dati di alto livello
ISO 9001 , ISO 27001 , GDPR

Forte potenziale di crescita del mercato: Ben posizionata nel settore MarTech in forte crescita: Un mercato da oltre 400 miliardi di dollari oggi, destinato a più che raddoppiare entro il 2033 – guidato dall'automazione dell'intelligenza artificiale, dalla proprietà dei dati e dall'evoluzione delle aspettative digitali...
(fonte: BR insights e Grand View)

TARGET PRICE
$ 8,500,000

GROSS REVENUE
$ 2,800,000

EBITDA
$ 1,100,000

BUSINESS TYPE
Software e SAAS

COUNTRY
Argentina

BUSINESS ID
L#20251037

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