

Relevance is the new currency for sales & marketing: The Relevance Group launches as Data Driven Full Service Provider in the European market

Merger of Datalogue GmbH, DataLab. GmbH and Converto AG as Starting point for a European Relevance Leader

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The Relevance Group has announced the merger of Datalogue GmbH, DataLab. GmbH and Converto AG and is aiming for further strategic acquisitions in Europe. The partner for the successful group build-up is Switzerland-based Ufenau Capital Partners. The Relevance Group, which has offices in Amsterdam, Hamburg, Düsseldorf and Zurich, is headed by CEO Andreas Hannemann. Further partner companies are to be added and the growth course stabilized.

The stated goal of The Relevance Group is to establish a leading pan-European data monetization group in Europe to drive business value for companies in the following areas:

- Analytics, Business Intelligence and Data Technology
- Data Driven Operations
- Marketing Automation and Customer Interaction
- Customer Relevance and Loyalty

The Relevance Group's mission is to help companies not only identify the individual needs of their customers and potentials based on data, but also to serve them in a relevant way.

In doing so, The Relevance Group sees itself as a co-pilot for more business growth and supports its customers on this course.

"We help our customers to address the target groups that are relevant and profitable for them in a very targeted way. We do this with content that is relevant to the target group, i.e. the right messages and offers on the right channel. Because the solution is not more communication, but communication that actually reaches the target group and gets their attention. And this is where The Relevance Group has powerful solutions."

Andreas Hannemann, CEO The Relevance Group

The companies under the umbrella of The Relevance Group

At the current time, The Relevance Group is made up of three companies:

Datalogue GmbH: Founded in 2012 and with offices in Amsterdam, Hamburg and Zurich, this company serves as the nucleus of The Relevance Group. Under the joint leadership of its two founders, Andreas Hannemann and Peter-Joachim Fiegel, Datalogue employs more than 70 specialists. The company focuses on scalable sales and marketing services based on AI-powered data analytics, consulting and data-driven solutions.

"Our promise to our customers: We combine Data Intelligence and Customer Experience to achieve Customer Relevance. Every day, we help them generate relevant insights from their data to drive revenue. In other words: We generate revenue & profit from data. We call it Data Monetization - and that fits perfectly with The Relevance Group's mission!"

Peter-Joachim Fiegel, Founder and Managing Director Datalogue GmbH

DataLab. GmbH: Founded in 2011 and based in Düsseldorf, this company strengthens The Relevance Group since April. Under the joint management of Cecilia Floridi and Maximilian Graf Stolberg, DataLab. employs more than 40 experts. DataLab. specializes in consulting, project implementation and operation of loyalty programs, direct marketing and customer data analysis in mass business. Its industry focus is on retail, especially in the food and textile sectors, the energy industry, finance, telecommunications and consumer goods (FMCG). DataLab. sees itself as a driver of digitalization in high-volume B2C industries and always has the goal in mind - to contribute to measurable increases in company value with a customer-centric approach.

"As a result of digitization, customer centricity has become a key success factor. As a result, customer relationship management is also undergoing constant change. Today's customers expect an individual approach, tailored and cross-channel service, and precisely tailored products from a single source. At the same time, the possible applications for customer data and the available technologies are becoming increasingly diverse. With

The Relevance Group, we can combine our expertise in end-to-end customer management and help companies not only identify the needs and expectations of their customers and target groups, but also serve them in a relevant way."

Cecilia Floridi, co-founder and CGO DataLab. GmbH

Converto AG: Swiss-based Converto AG, founded in July 2015 by Matteo Schürch, is the latest member to strengthen The Relevance Group's service offering. Converto AG, led by Kim Engels, is a leading European provider of innovative digital marketing technologies for the digital advertising market. With a clear focus on data privacy, brand integrity and client success, Converto offers transparent and data-driven solutions that focus on quality, flexibility and relevance.

"Relevance Group's vision - 'We believe that relevance is the driving force behind every business success' - reflects exactly what Converto stands for as well. We recognize that relevance is the ultimate link to business success. That's why we've partnered with The Relevance Group to strengthen and expand our mission. Our ambition? To create even greater impact for brands and businesses!"

Kim Engels, CEO Converto AG

In the data monetization value chain, The Relevance Group acquires targeted specialists around data-driven relevance to provide a holistic offering as a group.

As a strategic group coordinator, The Relevance Group serves and supports the partner companies: They remain autonomous and retain their respective leadership teams responsible for their business results. The combined expertise enables the seamless execution of complex, transnational projects and streamlines the decision-making process in the development, marketing and distribution of B2C, D2C and B2B offerings.

Growth targets in the European market

The Relevance Group will continue to acquire specialized companies to provide a holistic offering for data-driven actions across different industries. In close collaboration with Ufenau Capital Partners, The Relevance Group is working to establish itself as a leading partner in the field of data-driven solutions in Europe.