

Up-and-coming Customer Data Platform CrossEngage obtains fresh capital

The MarTech start-up company based in Berlin convinces new investors - Vorwerk Ventures is on board

Berlin, 01/11/17 - The Berlin-based marketing technology company CrossEngage will receive additional funding of 5 million euros. After its successful foundation in July 2015 and subsequent 7-digit seed financing round at the beginning of 2016, the company is attracting new investors and additional ownership interests from existing shareholders. The new round of financing will be led by Vorwerk Ventures as a new shareholder, as well as the existing investor Earlybird Venture Capital. The existing investors Project A, VC Fonds Kreativwirtschaft which is managed by IBB Beteiligungsgesellschaft, Cavalry Ventures, 42 Capital, Capnamic Ventures, Ventech and TA Ventures are also increasing their holdings.

In the last two years, the Berlin-based company has focused on product development and grown into a leading customer data platform on the German market. CrossEngage technology enables advertisers to reach their target audiences through individualised messages and automated selection and combination of marketing channels. User data from online and offline marketing channels are summarised and evaluated in real time. This enables marketers to immediately implement consistent campaigns across all marketing channels. Customers such as Contorion, BodyChange, HelloFresh and Deutsche Bahn Vertriebs GmbH are already working successfully with the CrossEngage solution.

The two founders Dr. Markus Wübben and Manuel Hinz are now using the new capital from this financing round to expand their international business and further develop the technology. The aim is to further optimise the platform and offer an even more effective cross-channel marketing approach by applying artificial intelligence, especially on an international level. CrossEngage has been active on the UK market since September 2017. Dan McKinnon, Head of Sales UK, is responsible for customer expansion in London.

US market researcher Gartner published its annual analysis report on business technologies in August 2017. 32 trends were analysed in the "Hype Cycle for Digital Marketing and Advertising". Gartner already described customer data platforms as an up-and-coming, innovative solution for marketers in last year's report. In the current report, the market researcher emphasises the benefits of bundling all customer data within a customer data platform as the basis for effective and flexible marketing. The challenge and at the same time the pressure for marketers to have a 360° customer view for a relevant and personalised cross-device and cross-channel address is currently at its peak. CrossEngage is the pioneer in the German market for this trend.

Norbert Muschong, Managing Director Vorwerk Ventures, comments: *"We see strong growth potential in CrossEngage and are convinced by its technological know-how. We believe that the start-up's technology can also compete internationally and we are therefore very optimistic that the company will continue to establish itself strongly in the coming year".*

Dr. Florian Heinemann, co-founder and managing director of Project A, adds: *"Within the last two years, CrossEngage has developed an effective and competitive MarTech platform, which offers real*



orchestration of marketing tools and, above all, has already convinced well-known customers. We are pleased about the success and look forward to continuing to accompany the Berlin team on its way into the international market".

About CrossEngage

CrossEngage is a leading customer data platform for cross-channel campaign management. The technology enables customer loyalty and thus increases marketing profitability through personalised, real-time campaigns across all channels. Customers include Deutsche Bahn Vertrieb, HelloFresh, Contorion, BodyChange, Stylefile, Friendsurance and Mycs. In addition to Vorwerk Ventures, Project A, Earlybird Venture Capital, VC Fonds Kreativwirtschaft managed by IBB Beteiligungsgesellschaft, Capnamic Ventures, Ventech, 42 Capital and Cavalry Ventures, the sponsors include numerous business angels who are prominent in the field. The Berlin location currently employs 45 people.

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