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Press release

CDP meets AI: CrossEngage and GPredictive join forces

Berlin/Hamburg, September 24, 2020 – The customer data platform provider CrossEngage and GPredictive, provider of a customer prediction platform, are joining forces to unite the best of both worlds under the umbrella brand CrossEngage. By integrating the platform solutions of both vendors, CrossEngage enables companies to deliver the best possible customer journey across all channels in real-time.

Well-known venture capitalists such as Project A Ventures, Vorwerk Ventures, Earlybird, Target Partners, IBB Ventures as well as Facelift founders Benjamin Schroeter and Teja Töpfer are investing a total of 6.5 million euros in the merger. Dr. Florian Heinemann, General Partner Project A Ventures is convinced of the business model of the newly merged provider: "The creation and intelligent use of first-party customer data is the key to profitable and customer-centric marketing in times of platform economy. The merger of CrossEngage and GPredictive is therefore not only an extremely sensible step, but also a great opportunity for all companies that want to secure access to and thus control over their customer relationships".

Both platforms can still be operated separately. However, customers who use both platforms will benefit from deep integration in the future, since on the one hand the necessary data for customer behavior forecasting is available directly and in real time, and on the other hand the forecasts can be activated seamlessly and automatically across all channels. The results run back into the integrated platform in real time and are directly available for further optimization. Manuel Hinz, CEO CrossEngage is pleased about the integration of both platforms: "Through the merger with GPredictive, our customers will benefit from AI-based recommendations for action, which optimally expands our range of rule-based customer communications and thus enables massive increases in customer value".

Dr. Björn Goerke, CEO GPredictive, also sees great added value in the merger: "The availability of detailed customer data and the possibility to automatically activate our forecasts across all channels are key value drivers for our customers. Therefore, the merger with CrossEngage is a logical step from which our customers will benefit directly".

CrossEngage was founded in Berlin in 2015 and has developed one of the leading customer data platforms (CDP) in recent years. With this platform, companies can dissolve their customer data silos and centrally consolidate all customer-related data in a 360° customer view. Based on these rich customer profiles, relevant customer segments can be identified and activated across all channels. For this purpose, CrossEngage maintains a variety of integrations with widely used marketing solutions, such as Mailjet, Optilyz, Trbo, Optimizely X, Twilio. Currently, well-known companies such as DB Fernverkehr, HelloFresh, Scout24 Switzerland, Twago, Mycs, Manufactum, Depot and others use the platform solutions of CrossEngage.

With more than 10 years of expertise in the field of artificial intelligence and machine learning, the GPredictive Customer Prediction platform enables the easy, fast and accurate creation of targeted customer behavior forecasts. This allows companies to make optimal marketing budget decisions while at the same time identifying prioritized customer segments and providing them with optimal communication. Among GPredictive's current customers are mail order companies such as Versandhaus Walz, Peek & Cloppenburg, Seidensticker, Atelier Goldner Schnitt, Channel21, Blue Tomato, Westfalia Werkzeugcompany, 123.tv as well as manufacturers, insurance companies, banks and energy suppliers.

The founding teams of both companies are responsible for the future management of the company. Dr. Björn Goerke and Manuel Hinz will assume the role of Co-CEO in a dual leadership. Dr. Dennis Proppe will lead product development as Chief AI Officer, Philippe Take will be responsible for sales and marketing as Chief Revenue Officer, and Dr. Markus Wuebben will be responsible for data

strategy and product vision as Chief Data Officer. Effective immediately, the employees of both teams will work together under the CrossEngage brand at the Berlin and Hamburg locations.

About CrossEngage

CrossEngage is the operating system for customer-centered marketing with a customer data platform and a customer prediction platform, which together provide for more relevant target groups and customer communications and thus significantly increase customer value. CrossEngage has already convinced customers such as DB Fernverkehr, Versandhaus Walz, Peek & Cloppenburg, Seidensticker, Atelier Goldner Schnitt, Scout24 Switzerland, Manufactum, and Depot. CrossEngage with locations in Berlin and Hamburg was founded in 2015.

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