

消费品和服务营销与销售

SaaS 平台



MERGERSCORP

SaaS

该公司提供一个创新的SaaS平台，旨在帮助各种规模的企业加强客户互动、优化商业表现并加速增长。该解决方案围绕两个核心模块构建：

- 客户忠诚度与消费者参与度
- 售罄自动化与数据智能

该平台拥有超过12年的运营历史，并在四大洲成功实施了多个项目，通过与领先的跨国公司建立的长期合作关系，充分展现了其可扩展性和有效性。

凭借其高度稳定的经常性收入模式和全球业务布局，该公司已成为快速扩张的营销科技（MarTech）领域中极具竞争力的参与者

以客户为中心的创新

该平台的构想源自其创始人，他们曾在跨国公司担任市场营销和IT总监，拥有丰富的经验。

他们对商业挑战的切身体会，使他们能够开发出直接满足客户需求并产生可量化商业成果的解决方案。

灵活且可扩展的SaaS平台

- 完全托管的云端解决方案，无需第三方实施合作伙伴。
- 灵活的按需付费订阅模式，既适合中小企业，也适合大型企业。
- 与同类解决方案相比，其性价比颇具吸引力。
- 可轻松扩展至不同地区、业务部门和客户群体。

全渠道忠诚度与消费者互动

- 集数字营销、客户忠诚度管理、奖励机制和游戏化功能于一体的平台。
- 可实现无缝的360度客户追踪与互动。
- 支持提供个性化的消费者体验，并提高客户留存率。
- 对跨多个触点的全渠道营销活动进行集中管理。

售罄数据捕获与商业自动化

- 销售数据自动采集与处理。
- 对分销和零售销售业绩的端到端可视化。
- 集成的激励管理和现场执行计划。
- 有助于加快基于数据的商业决策，并优化绩效。

公司概况

TARGET PRICE

\$ 0

GROSS REVENUE

\$ 3,000,000

EBITDA

\$ 900,000

BUSINESS TYPE

软件和 SAAS

COUNTRY

阿根廷

BUSINESS ID

L#20261091

经证实的业绩记录

- 成功运营超过12年。
- 已在四大洲实施。
- 以下领域的市场领导者均信赖我们：
 - 烟草
 - 石油与天然气
 - 消费品
 - 农业产业
 - 汽车
 - 轮胎制造

高经常性收入与盈利能力

- 具有高度可扩展性和资本效率的SaaS商业模式。
- 预计到2025年，年度经常性收入（ARR）将超过90%。
- 2025年的毛利率约为70%。
- 强劲的现金流生成能力和经营杠杆效应。

企业级安全与合规

- 已通过最高国际标准的认证。
- 已通过ISO 9001认证。
- 已通过 ISO 27001 认证。
- 符合《通用数据保护条例》（GDPR）的要求。
- 一个为全球企业客户提供支持的稳健安全框架。

专家主导的执行

- 领导团队在技术、市场营销和数字化转型领域拥有超过20年的经验。
- 多语言实时客户支持功能。
- 由40多名专业人士组成的团队。

成熟的软件与服务模式

- 由在消费品领域拥有丰富经验的行业专家开发。
- 通过与世界一流客户的合作，在12年间不断得到完善。
- 行之有效的实施方法论和广受好评的客户服务模式。

强劲的市场增长潜力

本公司运营领域为快速增长的营销技术（MarTech）行业，该行业当前市值已超过4000亿美元，预计到2033年将增长一倍以上。

这一增长主要得益于人工智能驱动的自动化技术日益普及、第一方数据策略的实施、数字化消费者互动以及客户对体验期望的不断提升。

凭借其可扩展的SaaS平台、经常性收入模式以及不断扩大的国际业务版图，该公司已处于战略有利位置，能够充分把握这些趋势带来的机遇。

产品

该公司开发了一款功能强大的低代码SaaS平台，该平台将客户互动、忠诚度管理、销售执行和商业智能功能独特地整合到一个统一的解决方案中。

该平台专为消费品公司设计，旨在解决通常分散在多家软件供应商之中的关键营销和销售流程。

其全面的功能使企业能够优化商业执行、提升营收增长、扩大市场份额并强化品牌定位。

与竞争对手的解决方案不同，该平台提供了一个贯穿整个商业价值链的端到端生态系统——从消费者互动和忠诚度计划管理，到分销商销售情况的可视化，再到零售商激励措施的执行。

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