

## Press Release

E-Business

### **Ingenious Technologies takes the offensive – with unprecedented service and pricing models**

Berlin, 23rd June 2015

Ingenious Technologies, the leading independent technology provider for business analytics and marketing automation, will be presenting its new service and pricing models at the Performance Marketing Insights in Berlin. For all new clients, there will now be a Try&Buy option to have a quick start in building up and benefitting from their own analytics and marketing automation platform. Even with this starter option, all new clients will gain access to all functionalities of Ingenious Enterprise, including comprehensive analysis and automation capabilities.

The company reinforces its position as the only independent ad-tech provider with pricing models that is independent of the use or purchase of media performance. With its service models, the Berlin technology expert also presents itself as market-oriented: Ingenious Enterprise, developed as a cloud-based self-service solution, can also be used with a Managed Service. This service is catered to clients with insufficient resources to manage their online marketing activities in-house, as Ingenious Technologies acts on their behalf according to their commercial goals. The idea is to provide clients with support for a short to medium term, and thereby enable



Ingenious Technologies with new service and pricing models for business analytics and marketing automation.

**clients to eventually take over the professional management of their online activities themselves.**

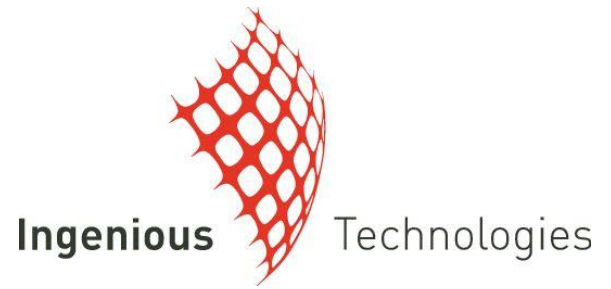
With the introduction of various service packages and transparent pricing, Ingenious Technologies wishes to inform all e-commerce or e-business players that Ingenious Enterprise is now available for businesses of all types and sizes. What is unusual about their packages is that the one-stop-solution for online marketing and e-commerce will always be equipped with all functionalities, regardless of the package. Even the “Start” package that comes with a 3-month Try&Buy offer, the functionalities provided are the same as the full “Enterprise” package.

“We have learnt from our clients that they need all functionalities right from the start, in order to obtain a greater degree of transparency on the value of all their marketing activities. Only with all functionalities are they able to optimally allocate their budget and generate the maximum possible revenue,” explained Maria de Lorenzo Alvarez, CSO Ingenious Technologies. “Our aim is to grow with our clients. But we can only achieve this, when we actively ensure that our clients are able to gain access to all functionalities, so that they can realize the full potential of Ingenious Enterprise and become successful.”

The Berlin-based company has gone one step further with service level agreements: With the Standard Support, clients will be assisted to succeed in their daily operational tasks. For clients who require more, they may opt for the newly introduced Premium Support. Multilingual employees from the operations team will be able to answer questions concerning technical and operational processes as well as optimize them via a variety of communication channels. “The level of knowledge required and the demands of the online marketing field are extremely heterogeneous,” added Robert Schneider, COO Ingenious Technologies. “The various forms of support are designed to meet these needs.”

The technology provider is also aware that not all questions can be answered easily. Therefore, obligatory training sessions are set to cater to differing target groups for all clients.

More information: [www.ingenioustechnologies.com](http://www.ingenioustechnologies.com)



About Ingenious Technologies:

Ingenious Technologies AG ([www.ingenioustechnologies.com](http://www.ingenioustechnologies.com)) is an independent technology provider for Business Analytics and Marketing Automation, with its headquarters in Berlin.

Launched in 2012 by experienced online marketing experts from Technology, Marketing and Sales, the company focuses on the development and marketing of innovative, scalable technology for performance-based, branding-oriented online marketing and e-commerce.

The one-product solution "Ingenious Enterprise" is developed to help advertisers, agencies and affiliates to monitor, analyze, optimize and process all their online marketing activities and partnerships across all channels and devices via a single platform.

The solution meets all requirements of multi-channel tracking, affiliate software, private network and platform rating, billing, accounting and payment. With its dedicated support team, Ingenious Technologies also looks after its renowned customers from the retail, financial, as well as travel and telecommunications sector.

Christian Kleinsorge (CEO) and Eugen Becker (CTO) are continuously developing and improving the sales as well as the technology business in order to expand its position as leading innovator. The in-house research and development department ensures the innovative capacity of the company.

Apart from its headquarters in Berlin, Ingenious Technologies has subsidiaries in Szczecin, Madrid and Vienna.

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