

Marketing & Sales SaaS platform for Consumer Goods and Services



MERGERSCORP

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The company delivers an innovative and efficient SaaS platform, designed for businesses of all sizes, with three core modules consumer marketing automation, distributor sell-out capture, and trade marketing incentive programs – enabling global expansion and high-recurring revenue, validated by their track record with world-class companies across four continents.

Value proposition

Defined based on the founders' own experiences as Marketing and IT directors at multinational companies, which resonates with customers.

Flexible & Scalable SaaS: Fully managed solution, eliminating the need for external implementers. Pay-per-use subscription model with tailored options for SMEs and large enterprises. A highly competitive price-performance ratio compared to its peers.
Omnichannel Loyalty Consumer Engagement: Integrated platform for digital marketing, loyalty programs, and gamification, enabling seamless 360° consumer tracking.

Sell out capture automation: Automated sell-out data capture and incentive programs execution, providing end-to-end visibility into sales performance and enabling smarter, faster commercial decisions.

Proven track record: 12+ years implementing across 4 continents. Customers leaders in Tobacco, Oil, Consumer Goods, Agroindustry, Automotive & Tire manufacturing

High Recurring Revenue & Profitability: Exponential business model > 90% 2024 Annual Recurring Revenue (ARR) 70% 2024 Gross Margin Strong Cash Flow

Expert-Led Execution: Team with +20 years of experience in marketing and technology. Multilingual real-time support. +40 employees.

Mature software and service model: Designed by experts in consumer goods, with 12 years of platform enrichment based on world-class customer best practices and a service model valued by customers.

Enterprise Grade Security & Compliance: Certified to ensure top-tier data protections standards
 ISO 9001 , ISO 27001 , GDPR

Strong Market Growth Potential: Well-positioned in the high-growth MarTech industry: A USD 400+ billion market today, forecasted to more than double by 2033 — driven by AI automation, data ownership, and evolving digital expectations..
 [source: BR insights and grand view]

GROSS REVENUE
\$0

EBITDA
\$0

BUSINESS TYPE
Software & SAAS

COUNTRY
Argentina

BUSINESS ID
L#20251038

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