

Marketing & Sales SaaS platform for Consumer Goods and Services



MERGERSCORP

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The Company provides an innovative SaaS platform designed to help businesses of all sizes strengthen customer engagement, optimize commercial performance, and accelerate growth. Its solution is built around two core modules:

- Loyalty & Consumer Engagement
- Sell-Out Automation & Data Intelligence

With over 12 years of operational history and successful implementations across four continents, the platform has demonstrated its scalability and effectiveness through long-standing relationships with leading multinational corporations. The Company's highly recurring revenue model and global footprint position it as a compelling player in the rapidly expanding MarTech sector

Customer-Centric Innovation

The platform was conceived by founders with extensive experience as Marketing and IT Directors at multinational corporations. Their firsthand understanding of commercial challenges has enabled the development of solutions that directly address customer needs and generate measurable business outcomes.

Flexible & Scalable SaaS Platform

- Fully managed cloud-based solution requiring no third-party implementation partners.
- Flexible pay-per-use subscription model suitable for both SMEs and large enterprises.
- Attractive price-to-performance ratio compared to competing solutions.
- Easily scalable across geographies, business units, and customer segments.

Omnichannel Loyalty & Consumer Engagement

- Integrated digital marketing, loyalty, rewards, and gamification platform.
- Enables seamless 360-degree customer tracking and engagement.
- Supports personalized consumer experiences and increased customer retention.
- Centralized management of omnichannel campaigns across multiple touchpoints.

Sell-Out Capture & Commercial Automation

- Automated collection and processing of sell-out data.
- End-to-end visibility into distribution and retail sales performance.
- Integrated incentive management and field execution programs.
- Enables faster, data-driven commercial decision-making and performance optimization.

Company at a Glance

Proven Track Record

- More than 12 years of successful operations.
- Implementations across four continents.

GROSS REVENUE
\$3,000,000

EBITDA
\$900,000

BUSINESS TYPE
Software & SAAS

COUNTRY
Argentina

BUSINESS ID
L#20261091

- Trusted by market leaders in:
 - Tobacco
 - Oil & Gas
 - Consumer Goods
 - Agroindustry
 - Automotive
 - Tire Manufacturing

High Recurring Revenue & Profitability

- Highly scalable and capital-efficient SaaS business model.
- Over 90% Annual Recurring Revenue (ARR) expected in 2025.
- Approximately 70% Gross Margin in 2025.
- Strong cash flow generation and operational leverage.

Enterprise-Grade Security & Compliance

- Certified to the highest international standards.
- ISO 9001 Certified.
- ISO 27001 Certified.
- GDPR Compliant.
- Robust security framework supporting global enterprise clients.

Expert-Led Execution

- Leadership team with more than 20 years of experience in technology, marketing, and digital transformation.
- Multilingual real-time customer support capabilities.
- Team of over 40 professionals.

Mature Software & Service Model

- Developed by industry experts with deep consumer goods experience.
- Continuously enhanced over 12 years through collaboration with world-class customers.
- Proven implementation methodology and highly valued customer service model.

Strong Market Growth Potential

The Company operates within the rapidly growing Marketing Technology (MarTech) sector, which currently exceeds USD 400 billion in market value and is projected to more than double by 2033. Growth is being driven by increasing adoption of AI-powered automation, first-party data strategies, digital consumer engagement, and evolving customer experience expectations.

The Company is strategically positioned to capitalize on these trends through its scalable SaaS platform, recurring revenue model, and expanding international footprint.

The Product

The Company has developed a powerful low-code SaaS platform that uniquely combines customer engagement, loyalty management, sales execution, and commercial intelligence capabilities within a single integrated solution.

Designed specifically for consumer goods companies, the platform addresses critical marketing and sales processes that are typically fragmented across multiple software providers. Its comprehensive functionality enables organizations to optimize commercial execution, improve revenue growth, increase market share, and strengthen brand positioning.

Unlike competing solutions, the platform provides an end-to-end ecosystem that spans the entire commercial value chain—from consumer engagement and loyalty program management to distributor sell-out visibility and retailer incentive execution.

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