



Press Release

DuMont Takes A Majority Stake in censhare AG

The company strengthens its engagement with its marketing technology area of business through the acquisition of the Universal Smart Content Management vendor.

DuMont increases its share in censhare AG, one of the leading vendors of Marketing Cloud Services in Europe, thereby taking a controlling interest in the Munich based company having first acquired a stake of 36.5% in 2017. censhare AG is headquartered in Munich, Germany, and offers a central infrastructure for data and content based marketing with its Universal Smart Content Management platform. This platform offers companies the possibility to manage content and data, and publish it in real time via a multitude of channels.

“Alongside our brand Facelift, censhare forms an important building block in DuMont’s marketing technology business area. censhare’s Digital Experience Platform offers companies a holistic solution for the optimization of their communication and sales activities”, said Patrick Wölke, Managing Director DuMont Marketing Technology. “We are looking forward to further purposefully develop this platform.”

censhare currently employs more than 280 members of staff across a total of seven countries. The company has built up a large portfolio of clients since its founding in 2001 which includes brands such as Vitra, BSH Hausgeräte, Lufthansa, McDonald’s, REWE, and Swiss Re. Just recently, censhare welcomed further noteworthy customers such as furnishing house XXXLutz and Europe’s largest specialty chain for petfood and accessories, Fressnapf.

“We are very happy to have found a strong majority shareholder in DuMont whose enduring support of our plans enables our further expansion”, explained Robert Motzke, member of the supervisory board and cofounder of censhare AG. “As part of the DuMont family we can offer our customers the chance with censhare to rely on a long term basis on the most modern architecture and innovative technology.”

Contact

censhare AG
Mathias Wurth
Paul-Gerhardt-Allee 50
81245 Munich
Germany

T: +49 89 56 82 36-0
F: +49 89 56 82 36-501
mathias.wurth@censhare.com
www.censhare.com

About censhare

censhare is a universal, smart content management software vendor which provides a content and marketing platform to global brands such as Deutsche Bank, Dyson, Jaguar Land Rover, Kohl’s, McDonald’s and Hearst UK enabling digital transformation in providing multi-channel, multi-language, personalized communication to their audiences. Learn more at censhare.com