



Press Release

censhare Acquires Majority Stake in 360dialog, Bringing Real Time Content to a Real Time World

censhare AG has announced today that it has acquired a majority stake in the real time Customer Interaction Management software vendor 360dialog, in a transaction that further accelerates censhare's growth and capabilities as an innovative Digital Experience Platform vendor enabling its clients to meet the challenge of the next wave of digital disruption and further expands the DuMont Marketing Technology portfolio.

According to Forrester Research, "mobile moments have become the new battleground for firms to win, serve, and retain customers" and aside from its leading capabilities to orchestrate real time marketing campaigns, 360dialog advances censhare's capabilities in omnichannel customer engagement, specifically on mobile, where a high proportion of today's consumer conversations are happening. 360dialog has a solid client base including Lovoo, CTS Eventim, s.Oliver and Invia Group.

The delivery of real time content, in the context of the consumer as they switch between channels, requires a fresh approach to the management and publication of content. And censhare's Universal Smart Content Management Platform, with its semantic database engine, makes it the ideal platform for a seamless technology integration.

"This is an exciting moment in the continued execution of our corporate strategy to provide innovative solutions that enable our clients to connect with their customers in their moment", commented Dieter Reichert, CEO and co-founder of censhare AG. "We are not just acquiring technology, but we believe in the collaboration of unique people and we are welcoming a talented group of like-minded colleagues who will accelerate our growth and enrich our research and development in this critical area for our clients".

The acquisition will create a combined company of close to 400 people, offices across Europe, North America and India, and revenues approaching €35m.

"360dialog's passion has always been to enable meaningful 1-1 conversations between brands and consumers in any business moment and across the entire customer lifecycle", Roland Siebert, founder and CEO stated. "The combination of smart, personalized content and real time, highly contextualised consumer communication on the digital channel of their choosing, truly fulfils our vision".

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About 360dialog

360dialog is marketing platform that helps brands (re)engage and convert their audience in order to maximize customer lifetime value and enhance the customer journey. At its core is a conversation hub that automates and personalizes communication through a real time engine and multichannel messaging (Push & In-App Messages, SMS, Live Chat, Chatbot, Mobile Retargeting) easily managed from one central place. The company was founded in 2012 and is headquartered in Berlin, Germany, from where it supports clients all over the world. 360dialog is the perfect partner to build personalized 1-to-1 conversations between brands and their customers. **360dialog.com**

About censhare

censhare is a universal, smart content management software vendor which provides a content and marketing platform to global brands such as Dyson, Jaguar Land Rover, Kohls and Hearst Media Group enabling digital transformation in providing multi-channel, multi-language, personalized communication to their audiences. Learn more at **censhare.com**.