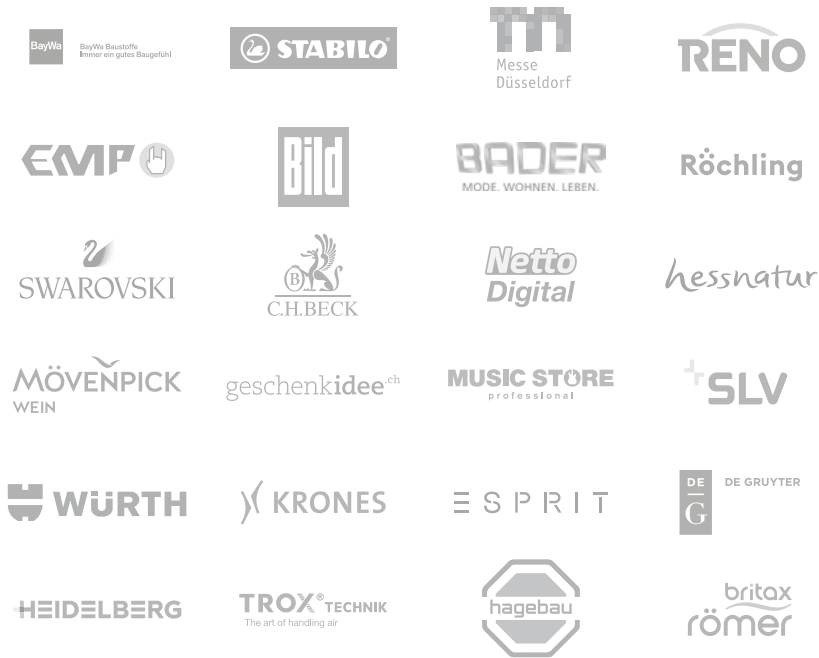


**DIGITAL SUCCESS
RIGHT FROM
THE START.**

WE DIGITISE MARKETING, SALES AND SERVICE



SUCCESSFUL DIGITAL SOLUTIONS FOR OUR AMBITIOUS CUSTOMERS



WHAT OUR CLIENTS SAY



The cooperation with dotSource is excellent, the helpfulness of the team and its response time are fantastic. We feel optimally cared for at all times. Even short-term requests and ideas are taken seriously and answered with constructive feedback.

Yves Lüthi – CTO, Geschenkidee.ch GmbH



The cooperation with dotSource allows us to benefit from extensive knowledge transfer in the field of e-commerce and online marketing and we now feel ideally prepared for the future in platform business.

Alexander Brielmair – Head of eBusiness, Baywa AG

More about the projects: www.dotSource.com/references/success-stories

WE ARE CUSTOMER-CENTRIC, INDEPENDENT AND PROFESSIONAL

E-COMMERCE: Generate more turnover



As a system-independent top 10 digital agency in German-speaking Europe, we create innovative, modern commerce solutions and pave your way into the digital future of marketing, sales and service. From online shop to multi-client marketplace: we develop, implement and integrate your commerce platform into your existing system landscape. We aim to create digital platforms that leave nothing to be desired for retailers and manufacturers in terms of performance and usability.

MARKETING AUTOMATION: Create user-centric experiences



We focus on your customer – from the first idea and a detailed concept to a cross-channel, personalised customer approach. We help you select and integrate the right software to enhance the productivity of marketing and sales staff, create unique user experiences and increase customer satisfaction. Achieve measurable success and higher conversion rates through automated customer communication with individually tailored offers.

CONTENT MANAGEMENT: Merge content and commerce



Modern content commerce focuses on customer needs. By providing relevant content, you can convince existing and potential customers of your brand in the long term. The right content management system helps you to distribute individual and dynamic content in a targeted manner based on your customer data and to present it in the best possible way across all channels. Together we will find the perfect software that allows you to create, manage and customise your messages for each specific channel.

CRM, SALES & SERVICE: Manage digital customer relations



Users expect first-class digital service experiences. Increase customer satisfaction through consistent customer data and automated service processes. Impress with flexibility, speed and personalisation. With the right CRM, sales and service solutions, this can be achieved without increased staff costs. We are happy to assist you in selecting and implementing the right solution for your company and support you in achieving your campaign goals.

A SELECTION OF OUR PARTNERS

DIGITAL MARKETING: Personalise marketing purposefully



Digital brands have to be visible. Together with you, we develop a holistic and effective digital marketing strategy that is perfectly tailored to your market environment and your target group. User-centric campaigns with a targeted online marketing mix will retain your existing customers, convince new customers and are cost-effective. Measurably increase the traffic and the conversion rate of your online presence by using digital marketing measures.

PIM, MDM & DAM: Structured data for all channels



Central product data management reduces failure costs and increases the efficiency of sales and marketing processes. The possibilities range from separate data storage using a PIM system to connecting all business-related data in a master data management system. With the right software, we support you in optimising your processes and create a consistent basis for search engines, marketplaces and internal company systems.

PLATFORM INTEGRATION: Offer seamless services



An online platform is much more than just a digital sales channel. We help you to build up individual digital platforms for your business. Whether it is self-service portals for your customers, their connection to CRM solutions or the integration into commerce and ERP systems: together we develop a tailor-made digital solution that does not only increase customer loyalty, but also simplifies your workflows, bundles service channels and allows for central management.

DATA-DRIVEN BUSINESS (AI & BI): Use data intelligently



Algorithms analyse huge amounts of data in a few seconds, enabling you to make better predictions and informed business decisions. For example, AI allows you to use speech and image recognition for mood analysis. Furthermore, voice and visual commerce lead to new user habits and smart touchpoints, for example chatbots. We accompany you on your way to data-driven business and support you in selecting and using BI solutions and the latest AI technology.



An overview of our partners: www.dotSource.com/agency/partners/



Do you need support in digitising marketing, sales and service?

Contact us and arrange an appointment with our experts right away.

+49 (0) 3641 797 9000 @ info@dotSource.de



dotSource.com/contact

DOTSOURCE GMBH

dotSource, that's over 300 digital natives with one mission: designing digital customer relations. We've been supporting businesses in their digital transformations since 2006. In line with our claim »Digital Success Right from the Start«,

we develop and implement scalable digital products. Companies like Esprit, EMP, BayWa, Axel Springer, hagebau, C.H.Beck, Würth and STABLO trust in our competence. Learn more at: www.dotSource.com.



run by owners

Christian Otto Grötsch,
Christian Malik and Frank Ertel



more than 10

years of experience



more than 500

successful digital projects
in 30 countries



4 locations

Jena, Dresden, Leipzig and
Berlin



more than 300

digital experts at
four locations



8 languages

supported by native speakers

Head Office Jena
Goethestraße 1
07743 Jena

Office Leipzig
Hainstraße 1-3
04109 Leipzig

Office Berlin
Hardenbergstraße 9
10623 Berlin

Office Dresden
Theresienstraße 18
01097 Dresden

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