

PRESS RELEASE | 7th April, 2021

Dentsu unveils the launch of Merkle in the DACH region – a new customer experience management company

Dentsu has unveiled a new customer experience management (CXM) company in the DACH region, combining its data and analytics capabilities, with its CRM, commerce, media and digital experience services. The business will be branded Merkle.

The launch of the business is a significant step in Merkle's EMEA regional growth strategy. It adds capability and footprint to its existing CXM services, to support clients to deliver the total customer experience – across every interaction a consumer has with their brand.

The business comprises 1,200 CXM specialists, providing expertise in customer experience strategy and consulting, user experience design, CRM, data management, commerce, mobile, content management systems (CMS), adtech and martech platforms.

It will operate in Germany, Austria and Switzerland with offices and capabilities in Czech Republic, Serbia and Portugal. At the same time, they have access to Merkle's regional EMEA network of over 3,400 employees in 14 countries.

The business further strengthens Merkle's alliance partnerships with global technology providers Salesforce, Adobe, Microsoft, Sitecore and SAP in the region, through its end-to-end solutions across consultancy, implementation and managed services.

Patrik Gamryd, CEO of Merkle DACH and the CEO of dentsu Switzerland, said: "This is an exciting time to bring Merkle's data transformation capabilities together with our digital transformation services to deliver the total customer experience in the DACH markets. I look forward to bringing this enriched offering to our clients."

Margaret Wagner, EMEA president, Merkle and dentsu's CXM Service Line, said: "Merkle's DACH business expands our existing business in Germany, Switzerland and Serbia, and launches us into the new markets of Austria, Czech Republic and Portugal. This positions Merkle as a leading customer experience management partner in the DACH region."

Ulrike Handel, CEO dentsu Germany & DACH: "With the merger of the two agencies, our DACH region is becoming even more relevant. Merkle DACH is therefore offering our customers a concentrated and enormously attractive range of consulting and services in the area of customer experience management (CXM). Additionally, alongside dentsu and this important step, we are now positioning ourselves as one of the most important players for digital transformation in the region."

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About dentsu international

Part of dentsu, dentsu international is made up of eight leadership brands - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, MKTG, Posterscope and supported by its specialist brands. Dentsu International helps clients to win, keep and grow their best customers and achieve meaningful progress for their businesses. With best-in-class services and solutions in media, CXM, and creative, dentsu international operates in over 145 markets worldwide with more than 46,000 dedicated specialists. www.dentsu.com

About Merkle

Merkle is a leading data-driven customer experience management (CXM) company that specialises in the delivery of unique, personalised customer experiences across platforms and devices. For more than 30 years, Fortune 1000 companies and leading nonprofit organisations have partnered with Merkle to maximise the value of their customer portfolios. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalised marketing strategies. Its combined strengths in performance media, customer experience, customer relationship management, loyalty, and enterprise marketing technology drive improved marketing results and competitive advantage. With 11,000+ employees, Merkle is headquartered in Columbia, Maryland, with 50+ offices in the Americas, EMEA, and APAC. In 2016, the company joined denstu. For more information, contact Merkle at 1-877-9-Merkle or visit www.merkleinc.com.