

Press release Merkle – a dentsu company

Husqvarna chooses Merkle as global digital partner

Frankfurt, 13 September – We are proud to announce that Husqvarna, renowned Swedish manufacturer of outdoor power products, has selected Merkle as lead global agency for Content Management and eCommerce. After a thorough competitive process, Merkle emerged as their chosen digital partner to help evolve and innovate digital services and customer experiences.

“I can’t help feeling both proud and a little patriotic about Husqvarna teaming up with Merkle. As head of Merkle in the DACH region, but actually being Swedish, it’s great to be a partner to help drive the next stage of digital transformation for this iconic brand.” – **Patrik Gamryd, CEO, Merkle DACH**

Merkle have already been working with the Husqvarna-owned gardening tools manufacturer Gardena for several years, leading the redesign of the new website launching this year. However, this recent appointment to global partner for Content and eCommerce represents a significant extension of Merkle’s partnership in to the Husqvarna group across all three divisions. The Merkle global delivery team will be managed from hubs in Germany and Sweden, leading operations and development across multiple technologies including Salesforce, Magnolia, Sitecore and Microsoft.

One of the oldest most innovative companies in the world

Dating back to 1689, Husqvarna is actually one of the oldest continuously running companies in the world. Today, the company has close to 14,000 employees generating over \$5BN in sales annually.

The goal of Husqvarna and Merkle is to innovate, design, and develop new digital products and services for all three Husqvarna divisions across 100+ markets around the globe.

“This is such an exiting partnership and a very strong fit for Merkle. It’s a real testament to our global capabilities and our continued focus on being a true CX partner”, says **Martin Bochineck, CEO, Merkle Northern Europe**.

Picture material:



BU: Martin Bochineck, CEO, Merkle Northern Europe (Picture: Merkle)



BU: Patrik Gamryd, CEO, Merkle DACH (Picture: Merkle)

Press contact:

Bianca Reisert

Email: bianca.reisert@merkle.com

Tel.: +4915152702893

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.

The merger of Namics and Isobar Switzerland and Austria establishes a leading player in customer experience management, data-driven creativity and marketing technology in the DACH region. Merkle has offices in Switzerland, Germany and Austria, as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined the dentsu network and has since become the largest brand within the group. For more information visit us at <https://merkleinc.de/en> follow us on [LinkedIn](#).

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 45,000 dedicated specialists. www.dentsu.com