

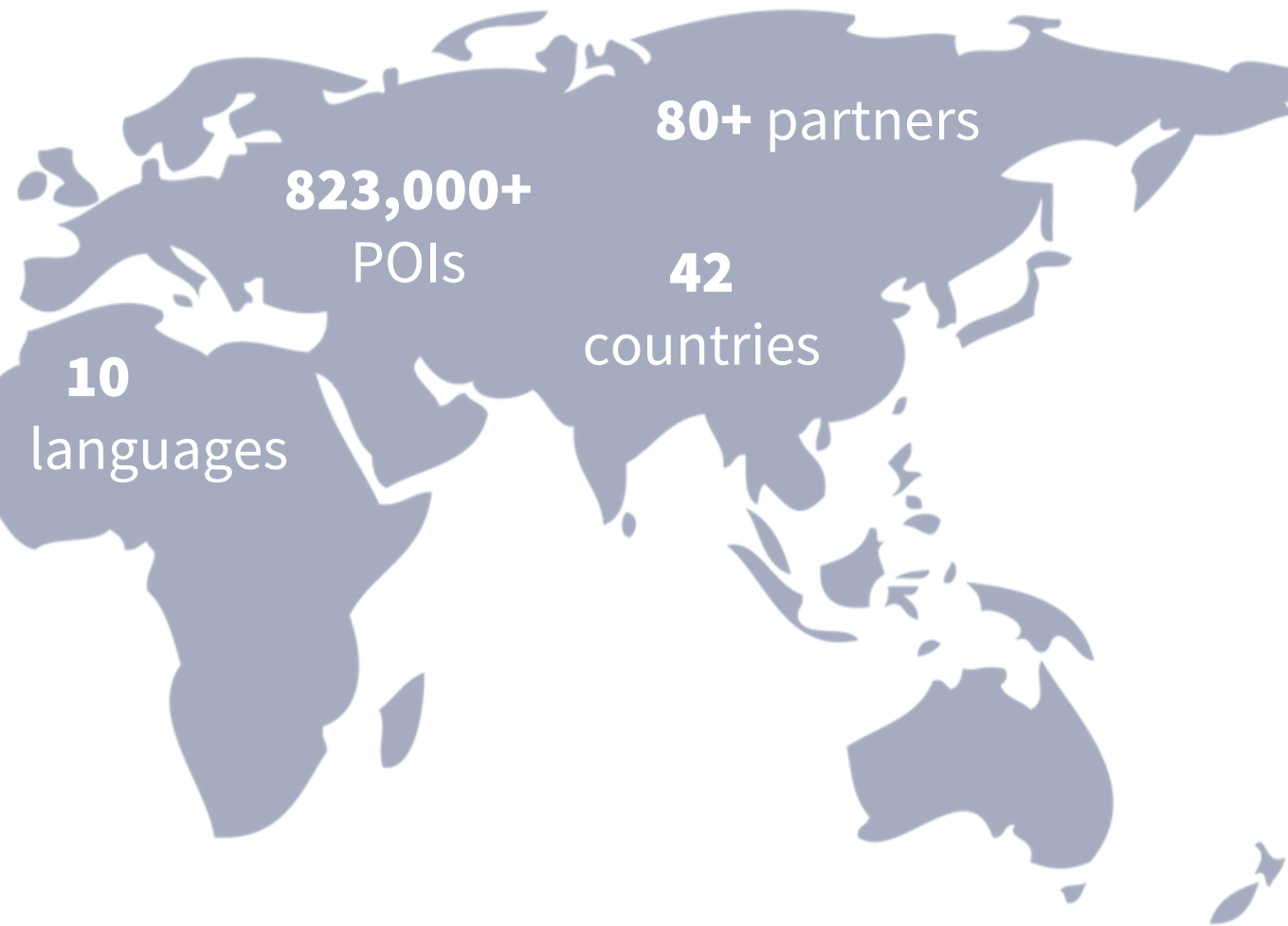


smart solutions for you & your customers

ALSMA SMBCON/22, Bangkok, November 8th 2022

**Talk the same
'læŋgwidʒ!**

WHO WE ARE



USP:

Scalable modular SaaS provider (since 2011)

TARGET GROUP:

Local search agencies, directory publishers, platforms, buying syndicates, unions

MISSION:

Make customers visible where searchers start their digital journey.

In official partnership with:



matchcraft





WHAT WE DO



resmio



NobelDigital



„With advantago, Sellwerk has an important partner at its side who has been supporting us as an expert for digital presence management for many years and has already successfully implemented far more than 10,000 of our customer projects in this area.“

Michael Oschmann
CEO Sellwerk



WHAT WE DO



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WHAT WE DO

“Each entrepreneur is capable of making his business visible in the future, but this must be supported by effective technology. We have created a platform for small and medium-sized companies to manage and purchase all modern marketing services from one place. You don't have to have too much technical knowledge for that.”

Kristiina Tukk
CEO Nobel Digital Estonia

 SELLWERK



 *resmio*



Nobel Digital

ad

LOCAL SEARCH

97 %

**of all users searched online,
intended to find a business
nearby.**

MARKET AND INDUSTRY



Industry

Marketing Technology (MarTech)



Annual growth

CAGR: 23.2 %



Market valuation*

USD 508.9bn



Total addressable market

USD 508.9bn



Projected market size (2026)**

USD 876bn

Our target group

YP Publisher

Newspaper Publisher

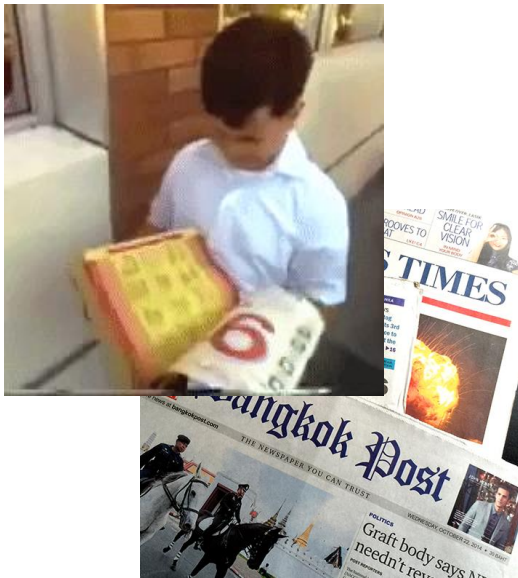
Multiplicators, e.g., buying syndicates, unions

*<https://www.martechalliance.com/martechreport>

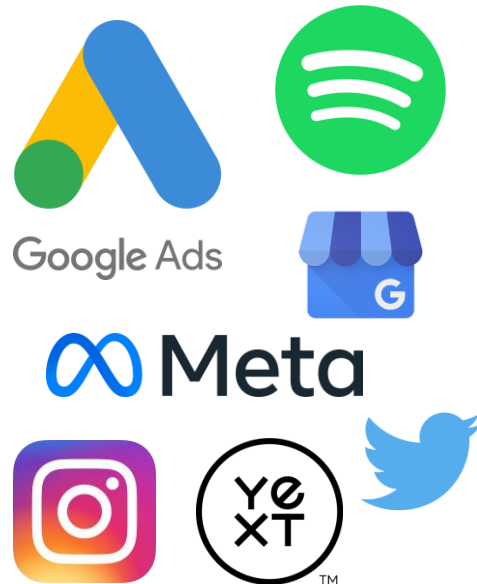
**<https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>

CHALLENGES PARTNERS

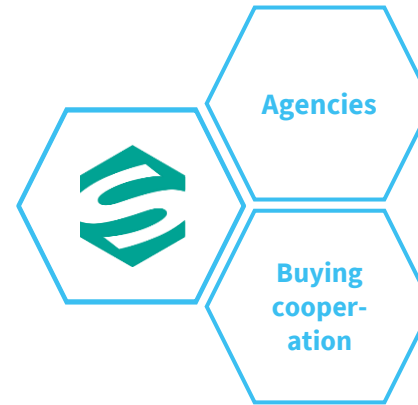
Existing business models expire



Complexity of new products



Need for a market exposure



Result: not losing own brand

Lack of knowledge

Market needs (tailored, but right solutions)

Business model from yearly or issue related contracts to subscription-based contracts

Workflow optimization

Now it's your turn. Guess!

Please visit [menti.com](https://www.menti.com) and enter
the code **7654 1668!**



CHALLENGES SMBS

1. Being **discoverable** along the digital customer journey
2. Being **relevant** with up-to-date content and business information
3. Attracting **new customers**, entering new markets
4. Winning **new talents**

OUR SOLUTIONS FOR TODAY'S CHALLENGES



OUR SOLUTIONS FOR TODAY'S CHALLENGES



GET IN THE DRIVER'S SEAT OF LOCAL MARKETING



SELF-SERVICE (UI)

TBD
Joachim
Fragt bei ee.ee
(Martin) an

LOCAL LISTING



*Reach out for more details about partner availability in select countries



GOOGLE BUSINESS PROFILE



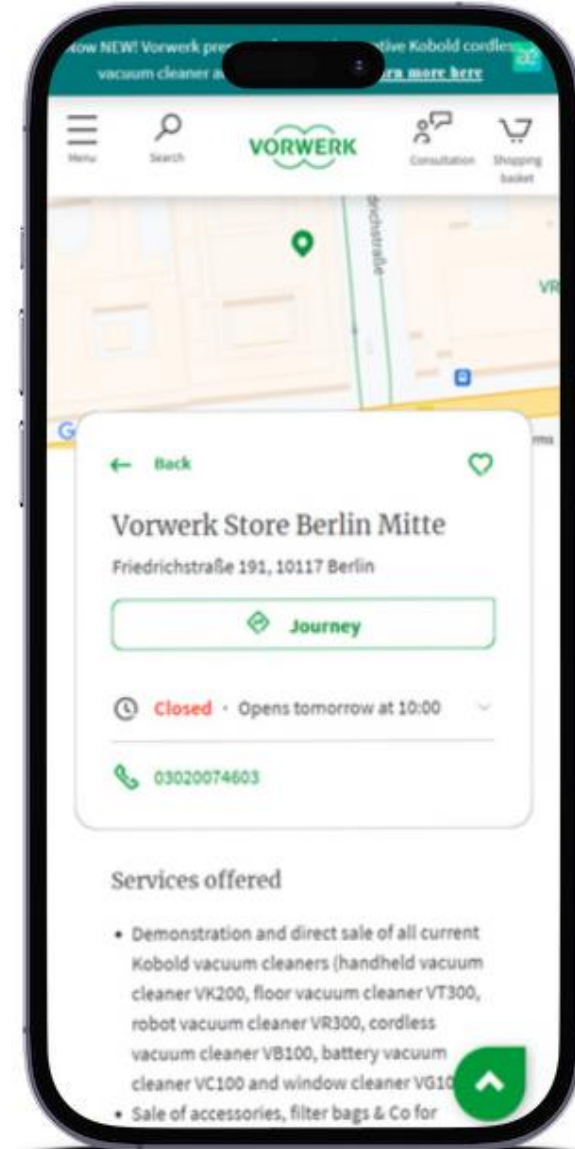
GOOGLE BUSINESS PROFILE

- ✓ **Instantly verify** your client's business entry on Google
- ✓ **Automatically** connected to Yext Listing
- ✓ **Needless integration** of the Google Business architecture
- ✓ Integrated into **local listing** solution or as standalone
- ✓ Personal **GBP-support** and How-to's

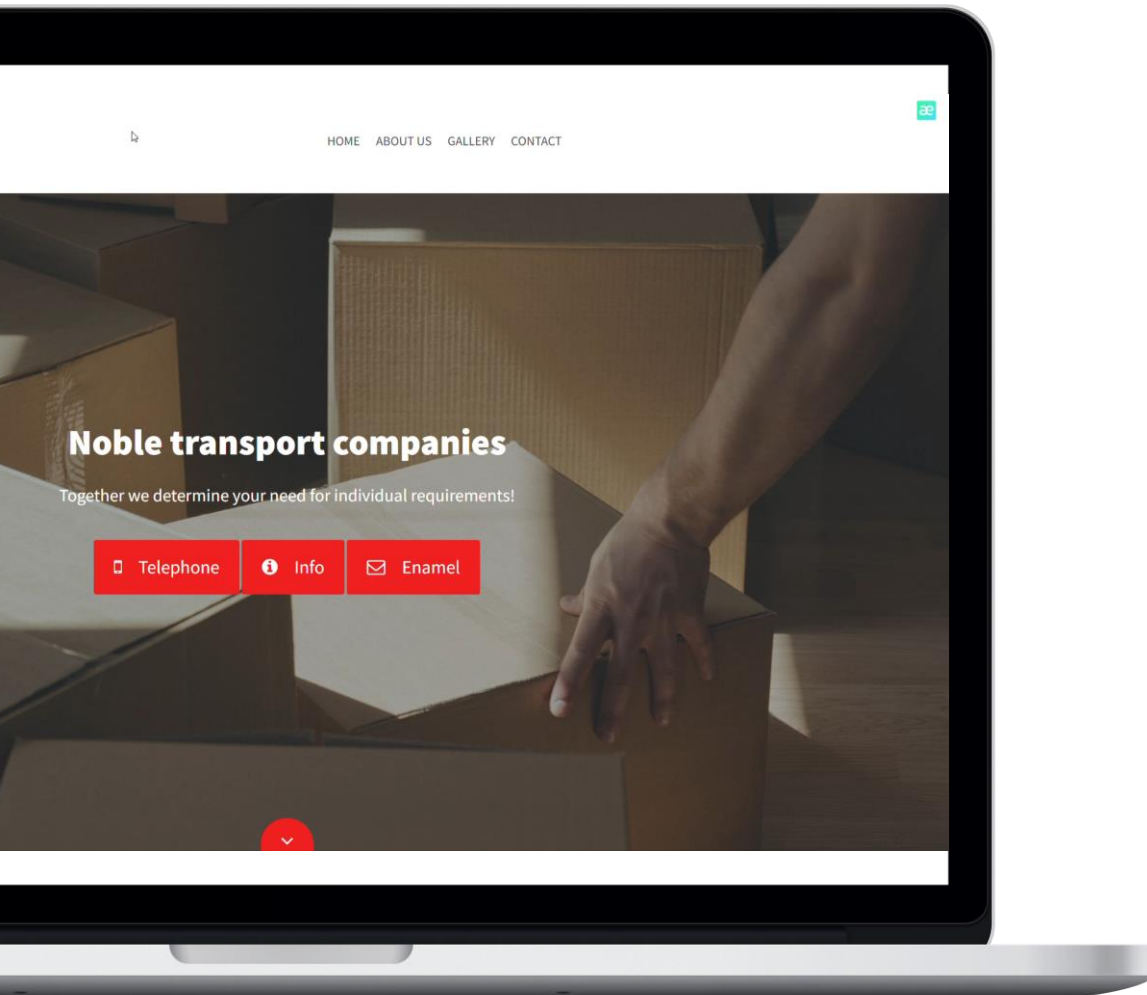


STORE LOCATOR

- ✓ **Generate** proprietary entries
- ✓ Provide **structured** data
- ✓ **Optimized local** „landing page“
- ✓ Sync & update data directly via **API**
- ✓ Basis for **local listing**



AUTOMATED LANDINGPAGES



- ✓ Domain **registration & hosting** included
- ✓ Use data aggregated for local listing and sync it **automatically** to your website
- ✓ SSL encryption
- ✓ **Responsive** web design
- ✓ **Webshops** soon to be announced (Q1 2023)

DYNAMIC VIDEOS

“As brands experiment with short-form video, they should keep in mind the **automated tools** that make creation easy.”

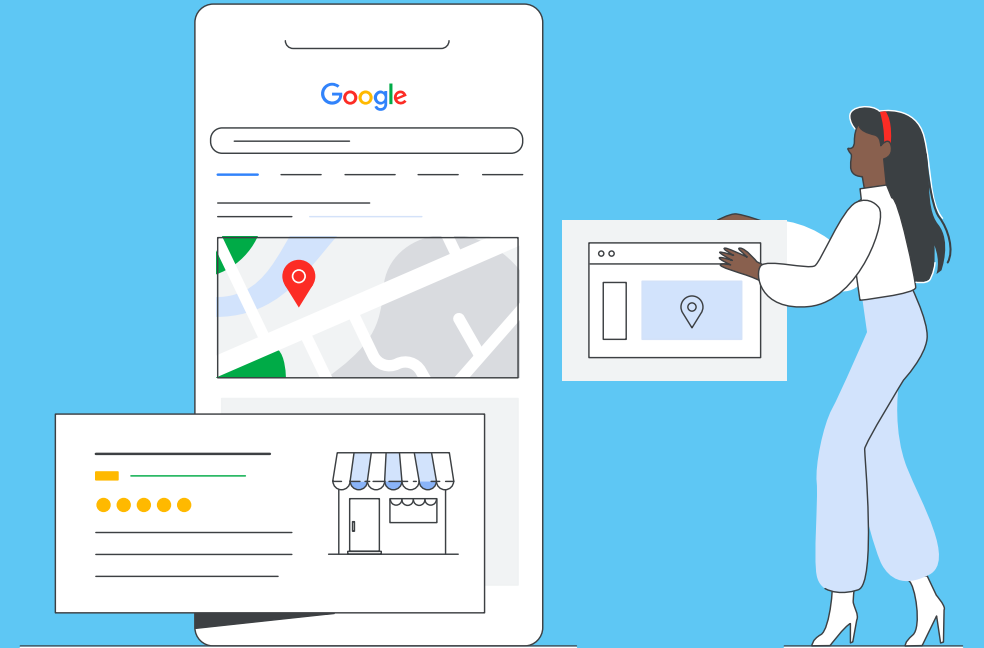
Debbie Weinstein
VP of YouTube and Global Video Solutions

TBD (angefragt bei Neele)

ADS

- ✓ Connecting Google ads to your clients' **storefronts**
- ✓ Google Local campaigns target in-store values, such as **store visits**
- ✓ **Appearance** on Maps, Business Profile, YouTube, Search Network
- ✓ **Digital audio ads** right where your audience is (available in JAP, TH, IND)
- ✓ **Audience targeting** based on demographics, behaviors, genres etc.

*63% of Millennials feel that audio is the most immersive form of media.



Powered by:   **Spotify** Advertising

YOUR BENEFITS WORKING WITH US

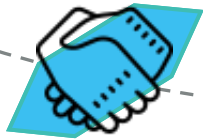
Earn a **risk-free** share in the digitization of small and medium-sized businesses and easily **future-proof** your own customers!



No overhead costs and no risk as royalty-free use of our already established digital platform. Concession-based SLAs.



Become a **sustainable partner** for your customers through digitization services.



Increase your sales through the urgently needed and imperative coming digitization of medium-sized businesses in the coming years

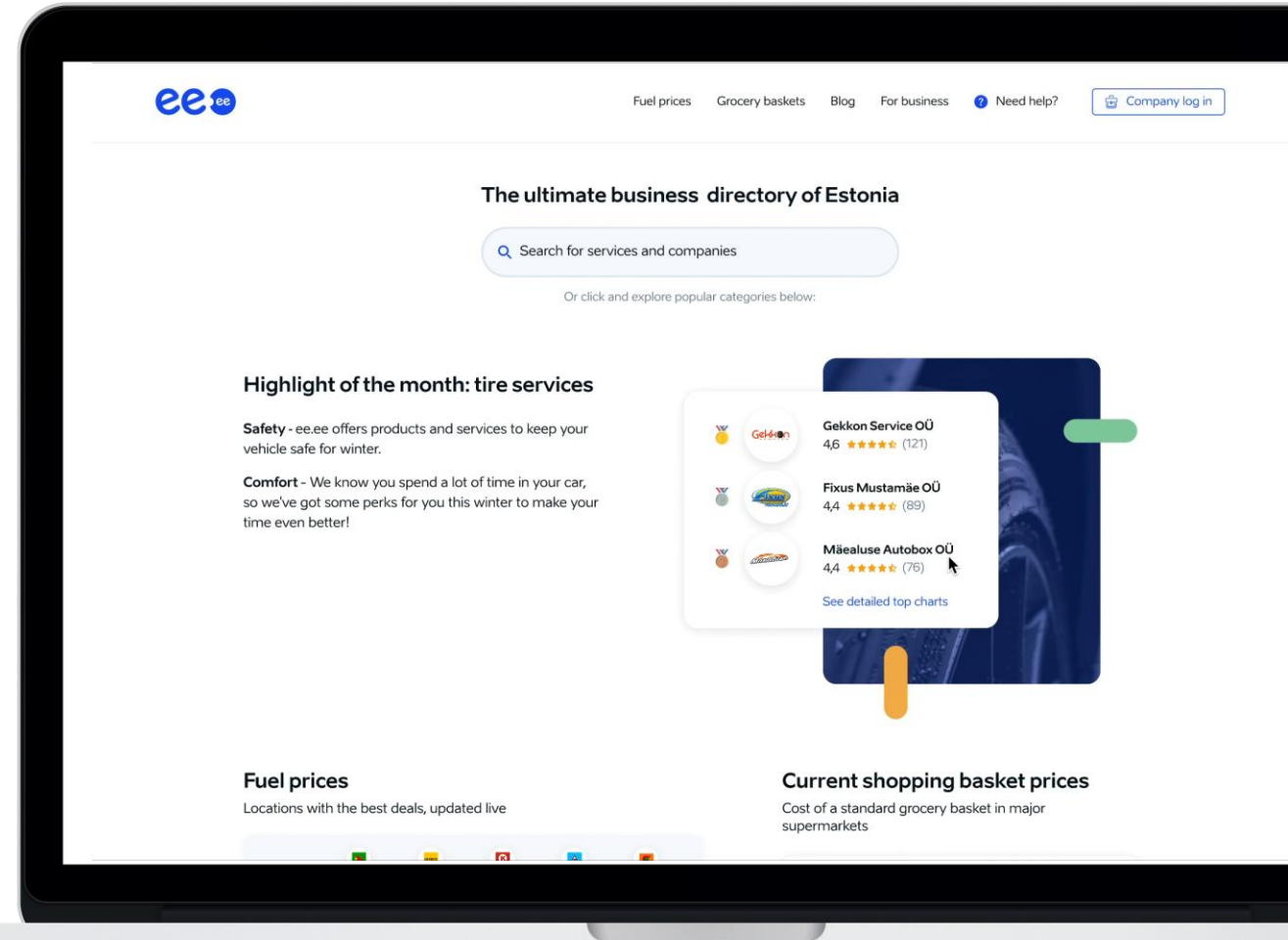


Reduce your churn rate by becoming a digital infrastructure partner for your customers.



AT A GLANCE

- ✓ **20+ years** of experience in Digital Marketing projects worldwide
- ✓ Tool **robustness** & state-of-the-art cloud infrastructure
- ✓ **Scalable** solution, modularity/flexibility, one **unified UI**
- ✓ White-label (DIY / DIFM)
- ✓ Multi-tenancy, -currency, -lingual
- ✓ **Built around long-term partnerships:** Yext, matchcraft/Vendasta, excelsea, Mono and YOU



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**“The future of marketing for
small businesses is in
automation and self-service.”**

Kristiina Tukk
Partner and CEO of Nobel Digital



THANKS FOR YOUR ATTENTION!

Get in touch with us!

Benjamin Fuchs

Partner Growth Manager

P: +49 911 951 59 272

M: +49 151 162 66 128

benjamin.fuchs@advantago.de

www.advantago.de

