

PRESS RELEASE

trbo doubles turnover and acquires new customers

Munich, July 23rd, 2018 – An increasing number of web shops and e-commerce providers realizes that they can clearly win with the personalized address of users on their websites. The technology company trbo benefits from this market trend. The Munich-based company doubled its turnover in 2017 compared to the previous year. Further growth of over 100 percent is also targeted for the current year.

Both national and international new customers contributed to the sales success. These include the travel company FTI Touristik, a well-known German online mail-order pharmacy and the Hudson's Bay Company (HBC), parent company of Kaufhof, among others. In addition, trbo entered into numerous partnerships, such as with CrossEngage, the cross-channel marketing and CRM expert.

With the successful business development behind it, trbo is also expanding from German-speaking countries to Great Britain and Eastern Europe.

"trbo has lived up to its name in recent months. Parallel to the strong sales growth, we have also almost doubled the number of employees, particularly in the areas of account management, sales and marketing. In addition, there is room for further growth in our new offices, which we will move into in August 2018, as a result of the positive market development," says Felix Schirl, Managing Director and CTO of trbo.

About trbo

trbo GmbH is a Munich-based technology company founded in 2013. With its cloud-based communication tool, the company enables online shops and websites to address visitors individually - onsite, in real time and fully automated. A self-learning algorithm analyzes user behavior based on around 50 visitor characteristics. This data then allows a targeted delivery of various layers in the design of the online presence, which demonstrably optimize the shopping experience of website visitors. For website operators this means: increased user engagement, lower bounce rates, better conversion rates, fuller shopping baskets and thus higher turnover. trbo's customers include limango, Galeria Kaufhof, FTI Touristik, HBC, Lodenfrey, mydays, Triumph and Thomas Cook AG. The business of trbo GmbH is run by Felix Schirl.

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