

The Relevance Group Expands: New Addition Interactive Marketing Group Strengthens Expertise in Data-Driven Marketing

Hamburg, September 2024 – The Relevance Group (TRG) is expanding its network: The European group of companies announces a partnership with Interactive Marketing Group (IMG) from Hamburg. This strategic alliance marks another crucial milestone in TRG's journey to becoming the leading European address for data-driven marketing and sales.

With IMG, TRG welcomes the sixth company to its rapidly growing group. IMG's expertise significantly enriches the group's portfolio in the areas of Digital Business, Customer Experience, Organic Growth, and Data Analytics.

Andreas Hannemann, GROUP CEO of The Relevance Group, is pleased with the optimal addition to TRG: *"The inclusion of IMG in the TRG partnership is a decisive step in our growth strategy and an ideal complement to our portfolio. Their outstanding expertise in optimizing customer experiences and their data-driven approach significantly expand our range of services. Together, we can provide an even more comprehensive range of solutions that cover the relevant points of the customer journey and enable our customers to increase their customer value throughout the entire journey with The Relevance Group."*

Founded by Jürgen Rösger, IMG has established itself as a high-end consulting agency for digital growth since 2014. With its focus on data-driven marketing and customer experience excellence, it ideally complements TRG's portfolio. IMG also brings an impressive client base with renowned brands such as o2, Deutsche Bahn, Lufthansa, Deutsche Glasfaser, and Schott.

Both companies share the vision of creating a deeper understanding of customers through data analytics and enabling companies to optimally align their offerings and communication with constantly changing target group needs to create the best possible relevance in customer relationships.

Jürgen Rösger, founder and CEO of IMG: *"With our inclusion in the highly competent and high-performing corporate network of The Relevance Group, we are now able to offer our customers all market and competitively decisive solutions for the best possible and highly relevant customer experience in the context of the digital customer journey. This allows us to realize additional growth for our customers even in highly competitive environments. We are very pleased to be part of the mission to put customer relevance at the core of every company from now on."*

IMG will continue to operate as an independent brand under TRG's umbrella and will further strengthen TRG and expand the group's geographical presence with its experienced team of around 20 experts in Hamburg and Berlin.

Looking to the future, The Relevance Group plans further strategic partnerships in Europe to provide a holistic offering for data-driven measures in marketing and sales across various industries.

About The Relevance Group

The Relevance Group (TRG), founded in 2022 in Hamburg, is a growing European group of companies and provider of data-driven sales and marketing optimization. With over 250 experts in Germany, Switzerland, and the Netherlands, TRG offers innovative, holistic solutions to increase customer relevance and for measurable business success. The portfolio includes six specialized partner companies: Converto AG, DataLab GmbH, Datalogue Group, DirectResearch, Interactive Marketing Group, and Markteffect. TRG combines expertise in Customer Experience, Analytics, and Marketing Intelligence and delivers forward-looking solutions - from data-based market research to digital and performance marketing to AI-supported new customer acquisition and customer loyalty programs. Under the leadership of CEO Andreas Hannemann, CFO Jan Kaeten, and CPO Peter Joachim Fiegel, TRG aims to become Europe's leading partner for data-driven relevance. The expansion is supported by the Swiss investor group Ufenau Capital Partners.

Pressemitteilung



Press Contact:

Laura Bottin

The Relevance Group GmbH

Gorch-Fock-Wall 1a | 20354 Hamburg

laura.bottin@therelevance.group

+49 (0) 40/ 471 134 853 5