

The Relevance Group Expands Portfolio with App Marketing: Customlytics Joins as New Partner Company

Hamburg, November 2024 — The European corporate group The Relevance Group (TRG) continues its dynamic growth trajectory in data-driven marketing and sales and welcomes Berlin-based full-stack consultancy Customlytics as the newest partner in its network. With this addition, TRG expands its portfolio to include a vital component: app marketing—a key element in personalized, one-to-one customer communication.

Founded in Berlin in 2016 by Christian Eckhardt and Raul Truckenbrodt, Customlytics has established itself as a leading full-stack consultancy for mobile technology and marketing in Europe. With a holistic approach—from strategy development and app store optimization to paid marketing and retention campaigns—Customlytics helps businesses position their mobile apps successfully, reach interested users, and build sustainable customer relationships.

Andreas Hannemann, Group CEO of The Relevance Group, commented: “With Customlytics, we are filling an important gap in our portfolio. App marketing is often the first step toward building long-term customer relationships. Apps play a central role by providing relevant insights that enable direct, personalized communication with users. Customlytics brings innovative, data-driven strategies to the table and complements our partner companies, which focus on maintaining customer communication throughout the entire lifecycle. Together, we create a seamless process—from the first interaction through the app to fostering lasting customer loyalty.”

Customlytics’ founders, Christian Eckhardt and Raul Truckenbrodt, added: “Joining The Relevance Group marks a significant milestone in the growth of Customlytics. When we started the company almost ten years ago, we never could have imagined achieving this level of success. We are honored to become part of a European network of leading communications and consultancy firms. This step opens up new opportunities for us to work with our team and partners to advance our shared vision: providing our clients with even more expertise and an expanded range of innovative marketing services. We are full of confidence and look forward to shaping the future of data-driven marketing together with The Relevance Group.”

With the addition of Customlytics, The Relevance Group’s team now grows to approximately 290 employees across locations in Germany, Switzerland, and the Netherlands.

The integration of Customlytics is another step in TRG’s strategy to become Europe’s leading provider of data-driven marketing and sales optimization. This expansion is being executed in partnership with Swiss investment group Ufenau Capital Partners.

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 290 experts in Germany, Switzerland, and the Netherlands, TRG offers innovative, holistic solutions to increase customer relevance and for measurable business success. 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 Group 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.

Press release



About Ufenau Capital Partners

Ufenau Capital Partners is an independent Swiss investment group near Zurich, focused on majority investments in service companies in the DACH region as well as Spain, Portugal, Poland, Benelux, and the UK, which are active in the areas of Business Services, Healthcare, IT Services, Education, and Financial Services. Since 2011, Ufenau has invested in over 380 service companies across Europe. With an extensive network of renowned and experienced industry partners (owners, CEOs, CFOs), Ufenau Capital Partners pursues an active value-creating investment approach at eye level with entrepreneurs. Ufenau manages EUR 3.0 billion in assets under management.

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