Can a Czech startup crack the UK market?

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Media:











ROIVENUE™ is a marketing intelligence analytics suite for marketing professionals. ROIVENUE™ is a one-stop solution for marketers to integrate all of their advertising, CRM and web analytics data into one place and harness the power of multi-touch attribution to get more ROI from their marketing campaigns. Our suite of products includes data integration, multi-touch data-driven attribution, as well as an agency reporting tool for marketing agencies to quickly and easily build reports for clients on Power BI, Tableau and other data visualization tools

With the help of EU funds and a 2 million Euros Seed investment, ROIVNEU decides to expand to Great Britain, Poland, and Romania.

The expansion to other European markets will bring new business opportunities for the company, and above all, the ground for its future growth. In 2018 the company had a stellar year with a solid 151% yoy revenue growth and saw the team go from 13 to 30 people across its offices. The ongoing expansion process is also planned for the DACH markets, Nordics and Spain.

Roivenue, an marketing analytics startup aimed at integrating marketing channels using multi-touch attribution algorithms, extends its business activities across Great Britain, Poland, and Romania through its newly established offices in London, Warsaw, and Bucharest. The project is supported by subsidies from the European Structural and Investment Funds and a 2 million Euro investment from Pale Fire Capital.

Mark Symons, a senior business manager with long-time working experience mainly from analytical service providers, is responsible for the successful fulfillment of Roivenue's business goals in the UK. His superior is **Dan Lucken**, who currently holds the position of vice president of business and has over 3 years of experience as head of the B2B business division at Apple in Great Britain.

The Polish branch of Roivenue is led by **Krzysztof Andruszkiewicz**, whose 15-year experience covers various business functions and senior management positions in technology firms. **Bogdan Papara-Popescu** has been appointed the head of Romania's branch office, joining Roivenue after nearly five years of experience in HP, while previously holding a number of other business functions in technology companies.

All appointed representatives use operational and marketing teams in Prague to support business activities in their regions. However, the responsibility for generating sales volume on the local markets lie entirely on their shoulders. Marketing campaigns take place outside of Prague for each market separately and include both digital marketing campaigns and PR just like participation in professional conferences.

All activities related to lead generation, monitoring, and closing deals are coordinated through HubSpot CRM, while marketing campaigns are managed with the help of Roivenue Marketing Intelligence Suite. Every month, the company organizes a corporate meeting where all senior management members come to Prague for strategic meetings, training, and joint beer after work. This allows remote teams to feel integrated and get used to the corporate culture better. The CEO of Roivenue often travels abroad to meet local team members and provides them with all the professional support through internal meetings.

The expansion to new markets is part of the long-term business strategy of Roivenue, which plans to gradually expand its business activities across Europe. Currently, preparations are underway to move the expansion further to the DACH region, Spain and other European countries. Pavel Šíma, CEO of Roivenue, will deliver his speech on E-commerce Berlin Expo 2019, the largest event of its kind in Europe. He will be speaking in particular about one very successful case study with French insurance giant AXA.

"We are currently focusing on expanding our market share in the UK and continuing our support for Central and Eastern Europe, where we currently have a strong client base. In the near future, we will look at the DACH area where we would like to build a strong representation, and we have already taken the first steps in organizing professional conferences and marketing campaigns in the region," adds Emil Jimenez, CMO at Roivenue.

About ROIVENUE™

Roivenue is a tool to support the right decisions in online marketing. It includes connectors for the full

range of common marketing channels (Facebook, Google Ads, Sklik, Heureka, etc.), Google Analytics, and the client's internal system. It combines all campaign investments, customer behavior, and profit from orders, allowing you to evaluate and manage marketing by ROI. Thanks to Roivenue, marketers can better understand what has the greatest impact on their overall results and control the entire marketing across all channels. Roivenue clients include Orange Telcom, Publicis, Gemius, AXA and a number of e-commerce retailers. For more information, please visit www.roivenue.com

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Company Contact:

ROIVENUE™

T. +420 721 881 783
E. emil.jimenez@roivenue.com
W. https://www.roivenue.com/

Additional Contact(s):
Emil Jimenez: CMO +420 736 163 629

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