Spotler Group acquires yet another Dutch ESP and welcomes Webpower to the group

Thursday 1 October, 2020

Zoetermeer, 1st October 2020 – Spotler Group, a marketing software provider, has acquired Dutch Email Service Provider (ESP) Webpower. With this acquisition the Spotler Group is further strengthening its position as the leading ESP in the Netherlands. By adding Webpower the Spotler Group also gives additional European reach in Sweden and Spain. In addition the product range is further expanded with additional options specifically in the area of tailor-made e-mail automation solutions.

The Spotler Group continues to strengthen its position in a consolidating market

The acquisition of Webpower is another important step in Spotler Group's growth strategy. Together with the companies that are already part of Spotler Group, Spotler Nederland, Spotler UK, Flowmailer, Measuremail and Tripolis, Webpower will work on innovative solutions in areas such as artificial intelligence (AI), data management, automation and transactional email mail communication.

Pascal Kurvers, Webpower Managing Director: "We are delighted to be part of the Spotler Group of companies and look forward to working with our new colleagues. We are keen on quickly getting a grip on the group's product range so that we can efficiently offer these benefits to our Webpower customers.

Lee Chadwick, Spotler Group board member: "We are incredibly happy to add the Webpower to the Spotler Group. We see that the market is consolidating and competition from international players is increasing. With Webpower added to the group we can further increase our offer of high quality and innovative solutions and services to the wide range of customers. This gives us the opportunity to respond even better to market demands, to innovate faster and to achieve further growth. "

NOTE FOR EDITORS

About Webpower
Webpower is an e-mail specialist from the Netherlands, with a strong position in the Spanish and Swedish market. Webpower goes further than e-mail, much further. Webpower offers the right services and products in the field of marketing automation and (re)organizing sales processes more efficiently. More than 30 employees work at the Webpower head office in Barneveld.

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Media Contact:

Simon Moss
Marketing Director
01483 411 911
simon.moss@spotler.co.uk

More information
Lee Chadwick
lee.chadwick@spotler.co.uk
M: +44 1483 411 911

Pascal Kurvers
Pascal.Kurvers@webpower.nl
M: +31 6 2482 1805

Media:



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Scan Me:

Company Contact:

Spotler

T. 01483 411911
E. simon.moss@spotler.co.uk
W. https://spotler.co.uk/

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