Spotler Group becomes the largest Email Services Provider in the Netherlands thanks to its recent acquisitions.

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The Spotler Group, a marketing software provider, has acquired two new SaaS companies, Measuremail and Tripolis. With these two Dutch Email Services Providers (ESP), the Spotler Group will become the largest ESP in the Netherlands. The product range is further expanded with the acquisition providing the additional options of advanced and tailormade solutions. The company thus strengthens its position in a consolidating market.

Measuremail and Tripolis continue together as Tripolis

The first step to achieve this is to merge Measuremail and Tripolis into one company - Tripolis. The merger will give the new Tripolis more power to grow its own email marketing automation platforms faster and to further improve the quality of the platform and services. The merger was completed at the end of May and the day-to-day management of the combination is in the hands of Bram Smits (former CEO of Tripolis Solutions) and Bart Vossen (formerly Managing Director of Measuremail).

Faster innovation in a consolidating market

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

Lee Chadwick, Spotler Group board member said, *“We are incredibly happy to add the new Tripolis to the Spotler Group. We see that the market is consolidating and competition from international players is increasing. Through the Spotler Group we can offer a combination of high quality and innovative solutions, and the new addition gives us the opportunity to respond even better to market demands, to innovate faster and to achieve further growth.”*

NOTE FOR EDITORS

About Spotler Group

Spotler Group has over 50 years of combined experience in marketing technologies , helping marketers across Europe successfully and result-driven campaigns based on valuable insights. With more than 2,500 customers in 8 European countries sending more than 4 billion messages annually, Spotler Group is a European power house in email marketing and marketing automation.

Each company within the Spotler Group has developed its own technology over time, the value of which is reflected in the joint exchange, development and integration of technologies within the group. This offers customers and partners of the Spotler Group great advantages in terms of costs, innovative and future- proof software.

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