

# SNELLO

SNELLO is the world's first easy-to-use and wizard-driven e-mail marketing solution for decentralised teams, dealers and partners based on premium technology Evalanche in a headless approach. The consistent division into the separate functional levels of editing and sending, template creation and corporate design definition makes it possible for the first time to offer cd-compliant mailing templates for decentralised use in distributed organisational structures. Localised areas of application so far are: KAM Support, Sales Operations, Employer Branding, Lead Management, Knowhow transfer, Content sharing etc. Due to the open architecture, further integration topics such as CRM, ERP, PIM, BI etc. are our current roadmap.

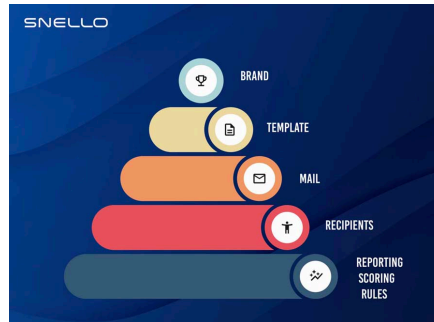
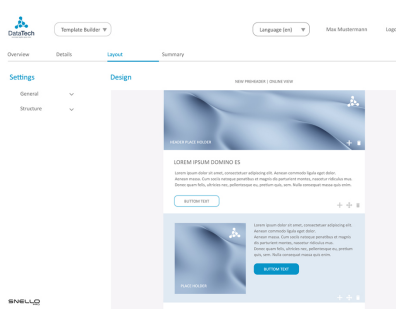
First installation: 2021

## Provider

e-raumwerk GmbH  
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Updated on: 2022-04-19

## Picture gallery



## Reference customers

We will be happy to provide you with a list of reference customers on request.

## Application

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✗ Consumer-to-Consumer

## Operator

- ✓ Media service providers
- ✓ Companies
- ✓ Publishers

## Integrations

- ✓ Standard API
- ✓ Converter
- ✓ Connector, Plug-in
- ✓ Data Hub

## Products

- |                                          |                           |                                  |
|------------------------------------------|---------------------------|----------------------------------|
| ✓ Advertising material, office equipment | ✗ Books, teaching aids    | ✗ Mercandises, promotional items |
| ✗ Large formats                          | ✓ Catalogues, price lists | ✗ Packaging                      |
| ✗ Newspapers, magazines                  | ✓ Technical documentation |                                  |

## Media channels (internal / external)

- |                      |                  |                         |
|----------------------|------------------|-------------------------|
| ✗ ✗ Print            | ✗ ✗ Apps         | ✗ ✗ Messenger           |
| ✗ ✓ Website, webshop | ✗ ✗ E-books      | ✗ ✗ Office applications |
| ✗ ✗ Online, Mobile   | ✗ ✗ Video/Audio  | ✗ ✗ Search engines      |
| ✗ ✗ Out-of-Home      | ✗ ✓ E-mail       | ✗ ✗ Online marketplaces |
| ✗ ✓ E-paper          | ✗ ✗ Social media |                         |

## Features

- |                               |                                  |                                    |
|-------------------------------|----------------------------------|------------------------------------|
| ✓ Closed shop                 | ✓ Database publishing            | ✓ Editorial system                 |
| × Open shop                   | × Online data check              | × Translation management           |
| × E-shop in-house development | × Correction workflow            | ✓ Marketing management             |
| × E-shop standard system      | × Technical workflow             | × Media planning, media booking    |
| × Printed file upload         | × Commercial workflow            | × Customer relationship management |
| × Print on demand             | ✓ Media asset management         | × Cross-media management           |
| ✓ Individualisation           | ✓ Product information management | × Content marketing management     |
| ✓ Personalisation             | ✓ Web content management         | ✓ Communication                    |
| × Creation of publications    | × Text database                  |                                    |

## Own services in the market overview

e-raumwerk Services (e-raumwerk GmbH)

## e-raumwerk GmbH

e-raumwerk GmbH sees itself as a full-service provider of lead management and marketing automation. e-raumwerk GmbH supports its customers in the implementation of marketing automation and lead management processes from strategy and concept development to monitoring and process continuation.

### Provider information

|                                                         |                                                                                                                                                     |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Founding year                                           | 2012                                                                                                                                                |
| Total number of employees                               | 7                                                                                                                                                   |
| Number of employees in Germany, Austria and Switzerland | 7                                                                                                                                                   |
| Locations                                               | Bonn<br>Chemnitz                                                                                                                                    |
| Industry specialisation                                 | Automotive, plant engineering, building materials, education, finance, mechanical engineering, medical engineering, software, publishing, insurance |
| Certificates                                            | e-raumwerk is certified Evalanche Implementation Partner Gold and certified Evalanche Lead Management Partner Gold.                                 |

### Systems and services

SNELLO  
e-raumwerk Services