

BrandMaker Services

As a BrandMaker customer, you benefit from our four service pillars and their advantages:

Operational Consulting:
Tracking and optimization of results as well as process improvement

Customer Service:
Technical support by experienced employees around the clock

Customer Success:
Relationship management and training

Customer Community:
Sharing of experiences and best practices from projects with our long-term customers

Provider

BrandMaker GmbH
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Referenzkunden

Best Buy, C&A, Thalia, Red Wing Shoes, Rodenstock, tesa

Marketing

- | | | |
|-------------------------------------|---------------------|--------------------------|
| ✓ Consultancy and conceptual design | ✓ Print marketing | ✓ Multichannel marketing |
| ✓ Project management | ✓ Digital marketing | ✗ Event marketing |

IT

- | | | |
|-------------------------------------|--------------------------|-------------------------|
| ✓ Consultancy and conceptual design | ✗ Individual programming | ✓ Software maintenance |
| ✓ Project management | ✓ System set-up | ✗ Hardware installation |
| ✓ Development standard systems | ✓ System administration | ✗ Hardware maintenance |
| ✗ Development individual systems | ✓ Software installation | ✓ Hosting |

Media production

- | | | |
|-------------------------------------|-----------------------|--------------------|
| ✗ Consultancy and conceptual design | ✗ Template creation | ✗ 3D visualisation |
| ✗ Project management | ✗ Illustration | ✗ Digital printing |
| ✗ Graphic design | ✗ Photography/imaging | ✗ Offset printing |
| ✗ Web/app design | ✗ Video film creation | |
| ✗ Copywriting | ✗ Audio creation | |

Fulfilment

- | | | |
|--------------------|------------------------|-------------------|
| ✗ Letter shop | ✗ Complaint management | ✗ Order picking |
| ✗ Order processing | ✗ Returns management | ✗ Invoicing |
| ✗ Shipping | ✗ Warehousing | ✗ Debt collection |

Support

- | | | |
|----------------------|-------------------|------------------------|
| × Content management | ✓ 1-level support | × Marketing consulting |
| × Data management | ✓ 2-level support | × Call centre |
| × Quality management | ✓ 3-level support | × Training |

Own systems in the market overview

Marketing Operations (BrandMaker GmbH)

BrandMaker GmbH

BrandMaker is the leading SaaS provider of effective and scalable marketing ops management solutions. The company delivers the visibility, control, and agility that enterprise marketers require to optimize their marketing operations. BrandMaker tames the complexity of multinational marketing campaigns, budgets, and team workflows, enabling companies to work across borders, cultures, and silos for efficiency and value. Independent research firms recognize BrandMaker as a leader in marketing ops.

Provider information

Founding year	2008
Total number of employees	250+
Number of employees in Germany, Austria and Switzerland	140
Locations	BrandMaker Nordamerika BrandMaker Deutschland BrandMaker Russland BrandMaker Bulgarien Allocadia Canada
Industry specialisation	
Certificates	

Systems and services

Marketing Operations
BrandMaker Services