

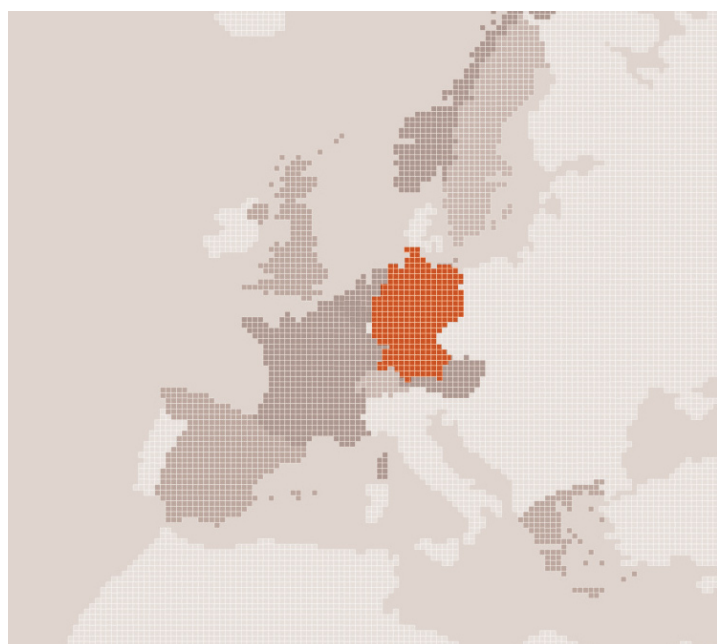


Global Group

Sales-driven customer management from a single source

Lead Management
Database Solutions
Up-/Cross-Selling Campaigns
Multi-channel Customer Dialogue
Integrated E-Commerce

We are one of the leading service providers for integrated lead and customer management in Germany. Whether you want to win new customers, better utilise your existing consumer base, or earn the loyalty of valuable customers: based on our services, we develop solutions that secure your success. To us, this means knowing the target group better, addressing it with an eye to making the sale, and constantly checking on the progress and success of our measures.



Sustainable concepts for sales-driven marketing

- > Over 20 years of direct marketing know-how
- > Expertise in data management and analyses
- > Focus on sales-driven CRM strategies
- > Link business intelligence with e-commerce and mobile marketing

Client Case: Integrated E-Commerce

- > Design and realisation of a sophisticated, user-friendly webshop incl. product presentation, payment and logistics
- > Facilitating central, cross-media marketing planning
- > Using customer data for CRM and campaign management



Global Group is the premium customer management expert in Germany. Our clients' trust in us has led to long-term relationships with companies like American Express, Procter&Gamble, Lufthansa, Staples and many more.

How can we help you?

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Global Group[®]
For more & profitable customers