

The Relevance Group Expands its Network: Dutch Digital Agency Techonomy Joins the Group

Hamburg, September 2024 – The Relevance Group (TRG) continues to strengthen its presence in the Benelux region: The renowned Dutch digital agency Techonomy joins the group as the latest partner company in its growing network. Techonomy is the third Dutch company, alongside Markteffect and DirectResearch, to join TRG. The TRG network now comprises seven data-driven companies, each acting as experts in various key areas of data-driven marketing and sales.

Techonomy brings extensive expertise in marketing technology, automation, data marketing, campaign management, and content and engagement strategies. With over 65 digital specialists, the company supports its customers in effectively achieving their marketing and sales goals through powerful, data-driven campaigns and innovative technology solutions.

“Having Techonomy on board as a partner of The Relevance Group marks another significant step in our expansion and diversification of our portfolio”, explains TRG CEO Andreas Hannemann. “Their expertise in sports, retail, customer engagement, and innovative B2B digital marketing opens up new dimensions of market development for our clients. Techonomy's own client portfolio, including renowned companies and organizations such as Deloitte, PSV, and the Dutch Football Association KNVB, not only underscores their outstanding position in the digital marketing landscape but also their role as a trusted partner for leading brands. This partnership enhances our market relevance and optimally complements the competencies of our existing partner companies. Together, we are now even more powerfully positioned to develop innovative and value-creating data monetization solutions along the customer journey for our clients.”

Techonomy CEO Damian François: “We are delighted with this great step for the organization. In recent years we have become a mature service provider with 65 great people who can implement and make a success of every imaginable expertise within the digital and data domain for our clients. We look forward to working together with the other companies within TRG. For our employees it is a great step forward to show themselves again on new stages.”

Techonomy President and Founder Peter Sprenger: “The collaboration with TRG is something to be proud of and a logical step that fits with our strategy. More and more the best solutions in the market are created through partnerships and shared knowledge. Within the TRG family we're able to meet the highest standards for our customers.”

In the future, The Relevance Group's customers will benefit from Techonomy's advanced digital marketing strategies, strengthening TRG's service portfolio, particularly in the areas of content creation, performance & social media marketing, and data-driven campaign optimization. At the same time, Techonomy customers gain access to TRG's extensive network and diverse competencies, including expanded capabilities in market research, data analytics, and AI-powered sales solutions.

With this addition, The Relevance Group continues its ambitious growth trajectory. The Relevance Group plans to further strategically expand its portfolio in the coming months to realize its vision of becoming a leading integrated marketing service provider in Europe. The expansion is supported by the Swiss investor group Ufenau Capital Partners.

About The Relevance Group

The Relevance Group (TRG), founded in 2022 in Hamburg, is a growing European group of companies and provider of data-driven sales and marketing optimization. With over 250 experts in Germany, Switzerland, and the Netherlands, TRG offers innovative, holistic solutions to increase customer relevance and for measurable business success. TRG combines expertise in Customer Experience, Analytics, and Marketing Intelligence and delivers forward-looking solutions - from data-based market research to digital and performance marketing to AI-supported new customer acquisition and customer loyalty programs. Under the leadership of Group CEO Andreas Hannemann, CFO Jan

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Kaeten, and CPO Peter Joachim Fiegel, TRG aims to become Europe's leading partner for data-driven relevance. The expansion is supported by the Swiss investor group Ufenau Capital Partners.

About Ufenau Capital Partners

Ufenau Capital Partners is an independent Swiss investment group near Zurich, focused on majority investments in service companies in the DACH region as well as Spain, Portugal, Poland, Benelux, and the UK, which are active in the areas of Business Services, Healthcare, IT Services, Education, and Financial Services. Since 2011, Ufenau has invested in over 380 service companies across Europe. With an extensive network of renowned and experienced industry partners (owners, CEOs, CFOs), Ufenau Capital Partners pursues an active value-creating investment approach at eye level with entrepreneurs. Ufenau manages EUR 3.0 billion in assets under management.

Press Contact:

Laura Bottin

The Relevance Group GmbH

Gorch-Fock-Wall 1a | 20354 Hamburg

laura.bottin@therelevance.group

+49 (0) 40/ 471 134 853 5