

AI-driven eCommerce is booming: emax digital helps brands optimize their Amazon business

The Munich-based analytics hub has raised EUR 1.4M in Seed funding from leading venture capitalists High-Tech Gründerfonds and Bayern Kapital

Munich, June 17, 2021 – emax digital just acquired High-Tech Gründerfonds (HTGF) and Bayern Kapital as institutional investors in its recent round of Seed funding, while industry experts Dirk Freytag and Arndt Groth are on board as business angels. With the influx of capital, the start-up will accelerate its expansion efforts for its AI-driven reporting and analytics software. emax' cloud-based intelligence software provides brands tailored recommendations, with which they can optimize their product set-up and ad spend for the new “digital retail media” on Amazon. Brands, companies and agencies are shifting significant ad budgets from Google and Facebook to this new segment. The time couldn't be better: eCommerce revenue in Europe increased by 29.1% in 2020, while on Amazon ad-supported revenue grew by 49% in the same year.

“Our eCommerce analytics hub is a genuine game-changer for companies that would like to efficiently work with Amazon data,” says Andreas Kleofas, CEO and co-founder of emax digital, along with Dominik Pietrowski and Dimitri Dumonet. “We help brands optimize their business on Amazon. Our intelligent SaaS platform is able to decipher complex eCommerce patterns and provide companies valuable insights and recommendations. There is significant interest among clients to better understand Amazon so that they can increase their revenue. Thanks to our investors, we will be able to more quickly accommodate the increasing demand among brands and to grow.”

Martin Möllmann, Investment Manager at HTGF: “The Amazon and marketplace ecosystem is growing exponentially and continues to gain in relevance. emax digital is known for being a strong team of experienced, former Amazon managers and proven development experts who have optimally combined product features and market considerations. We are 100% convinced of their traction and vision.”

“Digital Retail Media” is the fastest-growing media segment at the moment. Amazon alone generated USD 16B in advertising revenue in 2020,” says Arndt Groth, digital expert, former president of the German Association for the Digital Economy (BVDW) and serial investor in startups about his investment in emax digital. “75% of all Amazon marketplace clients are simultaneously advertisers at Amazon. Thanks to the AI-driven emax digital platform and its smart reports, these clients receive in-depth analysis and insights on their campaigns and competitors.”

emax digital currently only servers Amazon and the focus is to remain on Amazon for the next 12 months, as the eCommerce behemoth is the most-important marketplace in Germany and Europe. Moving forward, however, the emax digital software will be rolled out to analyze platforms, such as Shopify, and marketplaces like Otto, Zalando and their international equivalents.

About emax digital

emax digital GmbH is a software and technology company based in Munich, Germany. In 2018, Andreas Kleofas and Dominik Pietrowski founded the eCommerce analytics hub with its focus on Amazon analytics. In 2019, Dimitri Dumonet joined the team as Chief Developer. Together with their team of experts, they develop AI-drive solutions for brands and advertising companies aimed at optimizing their presence at the digital point of sale and at increasing revenue. The flagship product from emax digital is the smart SaaS platform that deciphers complex eCommerce patterns. In addition to the insights and recommendations the SaaS platform provides, the former Amazon employees also offer comprehensive strategic consulting services. emax digital is a member of Werk1, a startup incubator in Munich supported by the Bavarian Ministry of Economic Affairs, as well as alumni from Wayra, the accelerator behind Telefonica. www.emax-digital.com

Media contact

Petra Rulsch PR / Strategische Kommunikation+
c/o Hogarth Worldwide
Große Bleichen 34
20453 Hamburg
Mobile: +49 160 944 944 23
E-Mail: pr@petra-rulsch.com
www.linkedin.com/in/petrarulsch/