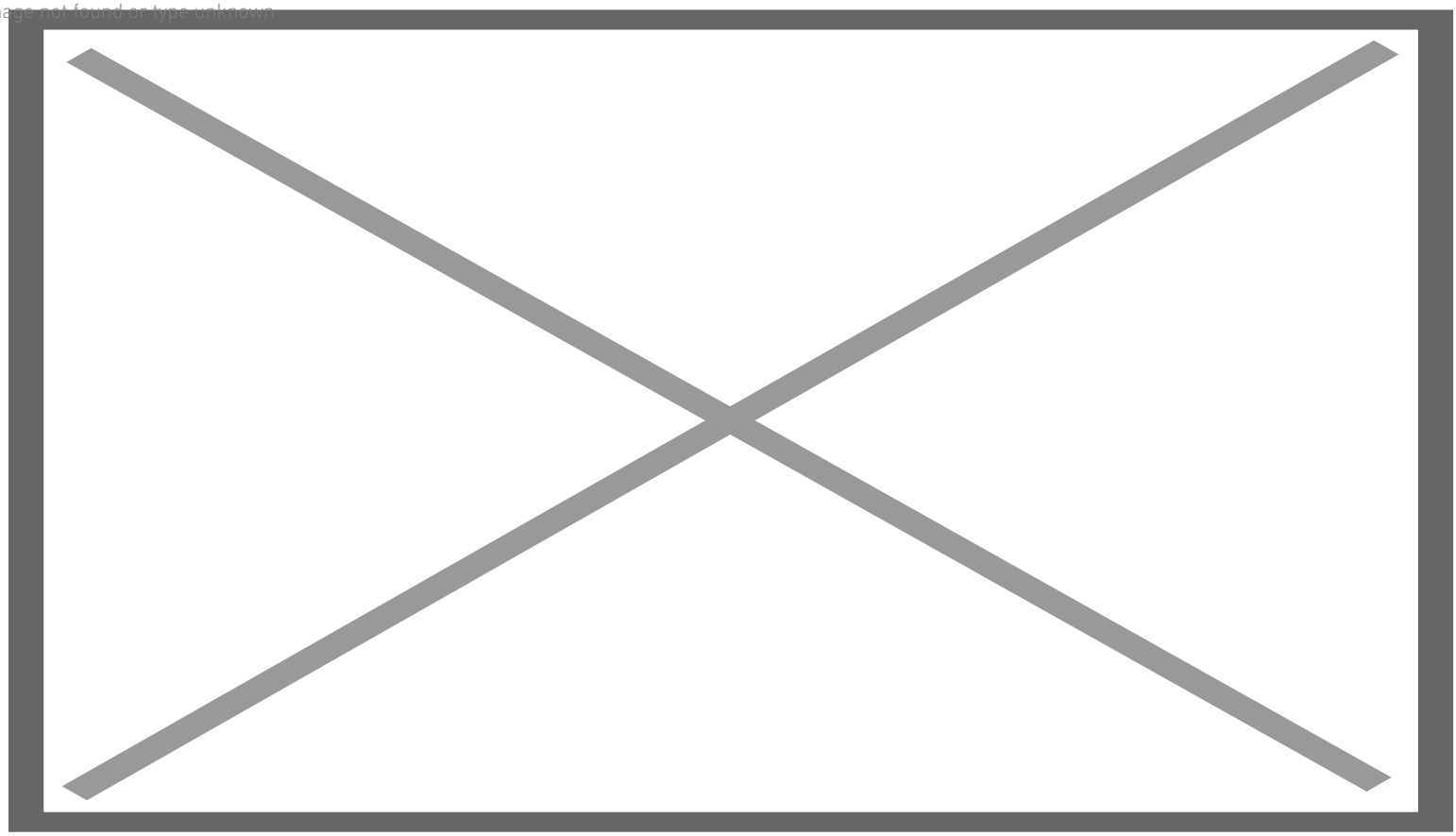
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# Plataforma SaaS de Marketing y Ventas para Bienes de Consumo y Servicios

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# Plataforma SaaS de Marketing y Ventas para Bienes de Consumo y Servicios

TARGET PRICE
$ 8,500,000

GROSS REVENUE
$ 2,800,000

EBITDA
$ 1,100,000

BUSINESS TYPE
Software y SAAS

COUNTRY
Argentina

BUSINESS ID
LIF2025037

La empresa ofrece una plataforma SaaS innovadora y eficaz, diseñada para empresas de todos los tamaños, con tres módulos principales -automatización del marketing de consumo, captura de ventas de distribuidores y programas de incentivos de marketing comercial- que permiten la expansión global y unos ingresos recurrentes elevados, validados por su trayectoria con empresas de talla mundial en cuatro continentes.

Propuesta de valor
Definida a partir de las propias experiencias de los fundadores como directores de Marketing y TI en empresas multinacionales, que resuenan en los clientes.

SaaS flexible y escalable: Solución totalmente gestionada que elimina la necesidad de implementadores externos. Modelo de suscripción de pago por uso con opciones a medida para PYMES y grandes empresas. Una relación calidad-precio muy competitiva en comparación con sus homólogos.
Fidelización omnicanal del consumidor: Plataforma integrada para marketing digital, programas de fidelización y gamificación, que permite un seguimiento del consumidor de 360° sin fisuras.

Automatización de la captura de ventas: Captura automatizada de datos de sell-out y ejecución de programas de incentivos, proporcionando visibilidad de principio a fin sobre el rendimiento de las ventas y permitiendo decisiones comerciales más inteligentes y rápidas.

Experiencia demostrada: más de 12 años de implantación en 4 continentes. Clientes líderes en Tabaco, Petróleo, Bienes de Consumo, Agroindustria, Automoción y Neumáticos

Altos Ingresos Recurrentes y Rentabilidad: Modelo de negocio exponencial > 90% 2024 Ingresos Recurrentes Anuales (ARR) 70% 2024 Margen Bruto Fuerte Flujo de Caja

Ejecución dirigida por expertos: Equipo con más de 20 años de experiencia en marketing y tecnología. Soporte multilingüe en tiempo real. +40 empleados.

Modelo maduro de software y servicios: Diseñado por expertos en bienes de consumo, con 12 años de plataforma
enriquecimiento basado en las mejores prácticas de atención al cliente a nivel mundial y en un modelo de servicio valorado por los clientes.

Seguridad y conformidad de nivel empresarial: Certificado para garantizar las normas de protección de datos de primer nivel
ISO 9001 , ISO 27001 , GDPR

Fuerte potencial de crecimiento del mercado: Bien posicionado en el sector MarTech de alto crecimiento: Un mercado de más de 400.000 millones de USD en la actualidad, que se prevé que se duplique con creces para 2033, impulsado por la automatización de la IA, la propiedad de los datos y la evolución de las expectativas digitales...
(fuente: BR insights y grand view)



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