

Press release

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factor-a is joining Dept

Cologne-based agency embedded in entrepreneurial service model composed of 15 top digital agencies in ten countries.

- *Amazon* specialist *factor-a* continues growth through international Digital Agency Dept.
- Laying out first international e-commerce and media axis from a digital business model
- Cologne based agency embedded in entrepreneurial service model composed of 15 top digital agencies in eight countries

Amsterdam, Netherlands and Cologne, Germany, May 28, 2018. *factor-a*, renowned for marketplace technology and branding on Amazon, is now a part of the international Digital Agency Dept. Headquartered in Amsterdam, Dept is now attracting more than €100 million of business, combining creativity, technology and data for brands such as Philips, United Airlines, Zalando, Triumph Motorcycles and Formula E.

With superReal as e-commerce specialists and other partners under the roof of Dept, *factor-a* forms an outstanding international agency axis for platform commerce and media – with a digital DNA. *factor-a* managing directors Marc Aufzug and Dominik Bors bring a success story: just two and a half years after the company was founded, *factor-a* is working with more than hundred international brands such as Montblanc, BIC and Fissler, and is managing Europe's largest Amazon Marketing Services budget. With a team of 100 people and thought-leadership publications in the field of Amazon marketing, *factor-a* receives now an eight-figure valuation. The company stands to benefit on an operational level from the tie-up with Dept; management and team will remain in Cologne – set to grow.

factor-a co-director Marc Aufzug explains the step and its significance: "Driving our growth with the power and agility of Dept is a truly unique opportunity. Moreover, as entrepreneurs, this was a decision we took with our hearts as much as our heads: in Dept, we see a reflection of our values and ideas, the enthusiasm to build and scale a business together and enjoy work." Paul Manuel, co-founder of Dept adds: "*With factor-a, we are gaining a partner which suits our entrepreneurial philosophy perfectly and will take our ambitious for customers in e-commerce to a whole new level.*"

At the cutting edge of Amazon services

Contrary to classic agency models, *factor-a* stems from clients' requests in the platform era: the challenge for manufacturers on Amazon and emerging platforms. They face a tech-driven ecosystem with new features and restrictions emerging on an almost daily basis. Brand manufacturers are struggling for visibility in Amazon's powerful product search, managing new ad campaign options on Amazon as well as their vendor

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relationship to the player. At this point, factor-a brings in a thorough data-driven understanding of trade and media business on Amazon, eye-level relationships and native software tools. As a spring-off from a digital business consultancy back in 2015, factor-a quickly found the key to success for rankings on Amazon, running search engine marketing and producing content: Its developer team of 10, led by experienced chief technology officer and co-director Dominik Bors, translates operational experience into software-as-a-service solutions for Amazon vendors. Amongst these are the all-in-one software factor-a suite and its prize-winning AMS automation software amabid. Marc Aufzug and Dominik Bors will continue their entrepreneurial commitment in the future, by taking shares in Dept.

About Dept:

Dept is an international digital agency, headquartered in Amsterdam. One agency uniting creativity, technology and data. Helping clients reinvent & accelerate their digital reality by creating experiences that people want and businesses need. With factor-a and Yourposition on board, the agency now employs a staff of 900, turns over more than 100 million Euros and is operating out of ten countries in Europe and the US. www.deptagency.com

About factor-a:

factor-a, part of the *Dept*, advises brands and manufacturers on all operational questions in the *Amazon* environment and helps them shape their business on the platform, providing support in everything from increasing turnover and brand marketing to quality and relationship management, using a custom-developed software solutions running on *Amazon* data. The international team includes native speakers of all major European languages and runs continent-wide campaigns for household names such as Sony, BIC, Montblanc, Fissler, and Ravensburger. The *factor-a* team of 100 is based in Cologne; find out more on <https://www.factor-a.de/>.

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