channable

2021
Media Kit

Channable marketing

CONTENT

"People can do anything as long as you give them the space to do it."

- Rob van Nuenen

ABOUT
Channable

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Channable is a **SaaS solution** equipping online marketing agencies and online advertisers with the tools to **optimize and automate** their **product data marketing.**

Various plugins and apps enable the import of product or service data from diverse eCommerce platforms. The feed management and PPC tools support the user in enriching, filtering, and enhancing the imported information in order to generate optimized export data for more than 2,500 marketing channels.

Channable offers integrations with price comparison sites, marketplaces, affiliate networks as well as social and advertising platforms. The marketing automation process is based on applying the user's own imported data file that is prepared for the needs of the respective export channel with the help of an "if-then" rule system. External data, such as performance information, can be integrated for enhanced insight-based decision making in eCommerce.
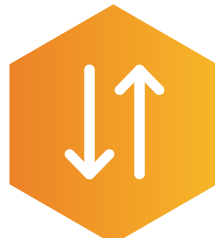
In addition, Channable offers its own training platform, the Channacademy, to train and educate its users.

OUR MISSION

SIMPLE SOLUTIONS FOR COMPLEX PROBLEMS

Product feed manager

Online marketplaces

Channable's PPC tool

Integrated analytics

eCommerce plugins

Order connections

MANAGEMENT TEAM
Biographies

> " **Channable is where it is today because of the people, not because of the original idea.** "

ROB VAN NUENEN

Co-Founder & CEO

Originally from a small town in the south of the Netherlands, Rob has called Utrecht home for the past 15 years.

He has always been an all-rounder. He's worked in a factory, driven people around as a private chauffeur, and even set up the IT department of a fashion company. Rob applied his skills in many companies before finding the path of entrepreneurial success along with Robert and Stefan.

At Channable, Rob supervises all teams and makes sure they all work towards the same goal; to build the best online marketing tool and help online retailers worldwide. Starting with a team of only four people, Rob has seen Channable grow rapidly and tremendously in six short years. Today, there are over 140 specialists from around 24 different nationalities working at Channable.

Rob's dream is to make Channable a global company while still maintaining the same "family culture" for which it's renowned.

"

I'm proud of the open, transparent culture that we have created at Channable.

"

ROBERT KREUZER

Co-Founder & CTO

Robert grew up in a beautiful town in Southern Germany but was often on the move. He lived in various countries, including Sweden and the United States, before settling in the Netherlands ten years ago.

Robert has always been industrious. He studied both Mathematics and Computer Science and took on his very first job in IT Support while still at university. Also while still at university, Robert made the most of his tech-savvy skills by building a website for a scientific conference and running a one-man software development company.

Today, Robert successfully manages Channable's development team and works on Channable's software architecture, enabling customers to benefit from a fast and reliable tool. In his well-earned free time, you'll find him coding, bouldering, or reading books.

His long-term ambition? Make Channable the number one feed management and PPC automation tool in the world.

> **You can't do it on your own, you need to bring in people better than you and learn to trust & empower them.**

STEFAN HOSPES

Co-Founder & Product Manager

Stefan comes from Wageningen, a Dutch town famous for its university specializing in life sciences.

Stefan studied Computer Science at the University of Utrecht. During his studies, he joined Skydreams as a developer. This allowed him to take his first step into the eCommerce world and gain valuable industry knowledge while working towards his Master's degree.

A turning point in Stefan's career was the "Software Entrepreneurship" course he followed during his studies. This is where he was able to shed light on his

platform, Site2Mobile. Stefan not only won a prize of €10,000 to turn the business idea into a reality, but he also got Rob and Robert to join the adventure. Two short years later, Channable was created.

Stefan currently focuses on Product management and the development of features our customers love.

KEY FIGURES
Good to know

120+

Different industries we cater to

Including: electronics, fashion, IT, health & wellness, automotive, travel & tourism, and sporting goods

40% AGENCIES

60% ADVERTISERS

1,000+
active online stores using Channable

2M+
rules applied each month

1B+
average daily imported items

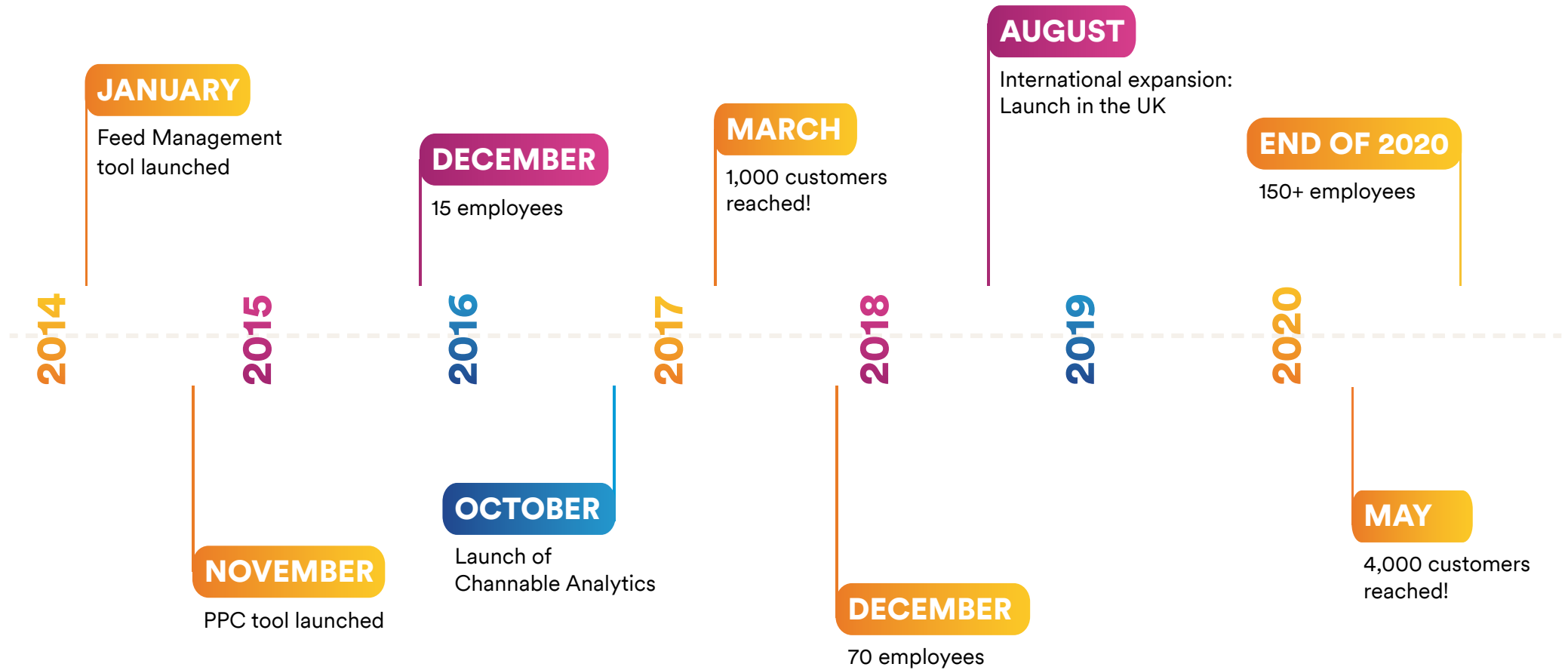## 9M+
ads created every month

1,000+
companies using Channable's PPC tool

500+
active users of the Channacademy

TIMELINE
Milestones & achievements

2014

JANUARY

Feed Management tool launched

2015

NOVEMBER

PPC tool launched

2016

DECEMBER

15 employees

OCTOBER

Launch of Channable Analytics

2017

MARCH

1,000 customers reached!

2018

DECEMBER

70 employees

2019

AUGUST

International expansion: Launch in the UK

2020

END OF 2020

150+ employees

MAY

4,000 customers reached!

"Channable is a fun place to work at! Though everybody takes their work very seriously, people don't take themselves too seriously."

- Robert Kreuzer

REFERENCES
Customers who trust us

TESTIMONIALS
What customers say

Scott Beveridge
ClickBoost, Co-founder

"As an international marketing agency, using Channable is extremely convenient. We have **clients in several countries**, so the tool makes campaign management much easier. In one year, Channable has enabled us to increase **our clients' average income by 124% and their ROAS by 60%.**"

Davy Bayonne
Pierre & Vacances - Center Parcs,
Online Acquisition Manager

Job Hilbers
Artefact, Head of Search

"My advice for people looking to **automate their Google Ads performance** would be to look at Channable. You can use a tool like Channable to really take care of that heavy lifting and help **save time** and **make the account more efficient.**"

"The advantage of Channable is that we are **autonomous in creation, modification, and optimization.** After an insightful demo, we realized we could easily adapt the feed to match our business needs. It now only takes us 30 minutes to make a modification whereas before we started using Channable it could take as long as 48 hours."

BRANDING
Use of logo and colors

Please give our logo some space, to make
sure it has enough room to breathe.

The white space around the
logo needs to be as big as one
of the hexagons of the logo.

These are the only logo's you can use, no variations.
(Click on the logo's to download.)

Logo on a white background.

Logo on a dark/coloured background.

Alternative logo on a dark/coloured background.
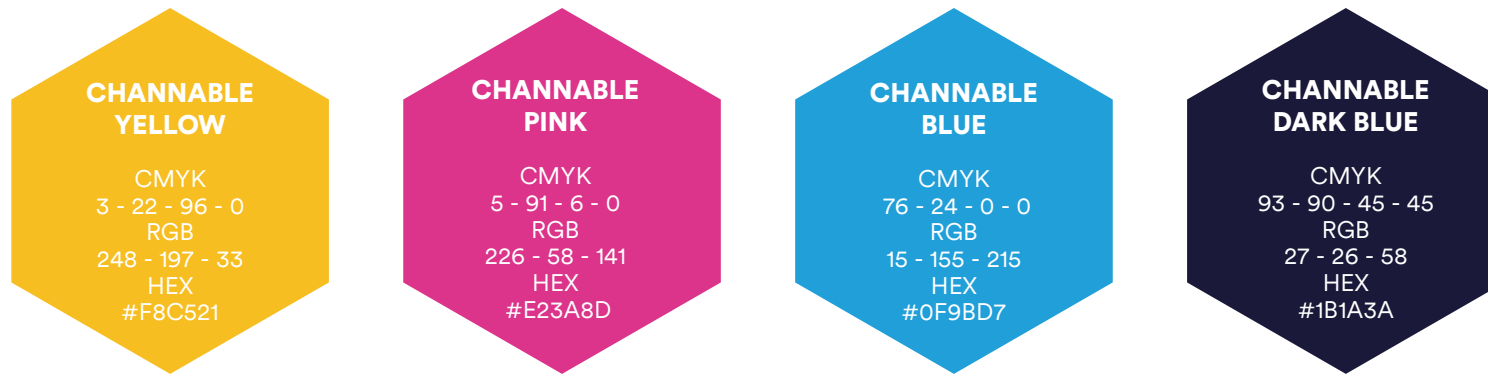
Square text logo on a
white background.

Square text logo on a dark/
coloured background.

Alternative square text
logo on a dark/coloured
background.

20

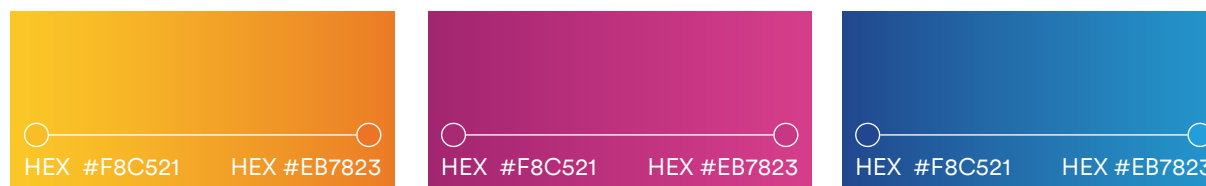Please give priority to the primary Channable colors over the secondary colors.

primary colors

CHANNABLE YELLOW

CMYK
3 - 22 - 96 - 0
RGB
248 - 197 - 33
HEX
#F8C521

CHANNABLE PINK

CMYK
5 - 91 - 6 - 0
RGB
226 - 58 - 141
HEX
#E23A8D

CHANNABLE BLUE

CMYK
76 - 24 - 0 - 0
RGB
15 - 155 - 215
HEX
#0F9BD7

CHANNABLE DARK BLUE

CMYK
93 - 90 - 45 - 45
RGB
27 - 26 - 58
HEX
#1B1A3A

secondary colors

CMYK
4 - 64 - 99 - 0
RGB
235 - 120 - 35
HEX
#EB7823

CMYK
39 - 100 - 28 - 6
RGB
157 - 33 - 109
HEX
#9D216D

CMYK
98 - 87 - 11 - 2
RGB
39 - 66 - 141
HEX
#27428D

CMYK
3 - 3 - 6 - 0
RGB
245 - 214 - 235
HEX
#f5f1eb

Gradient Channable swatches:

HEX #F8C521   HEX #EB7823

HEX #F8C521   HEX #EB7823

HEX #F8C521   HEX #EB7823

CONTACT
The marketing team

For additional advice, feel free
to contact the Channable
marketing team.

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