



# 2021 Media Kit



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A photograph of three people in a modern office setting. A man with a beard and mustache, wearing a blue and white striped shirt, is looking at a laptop. A woman with long dark hair, wearing a black top, is smiling and gesturing with her hand. Another woman with blonde hair, wearing a dark top, is also smiling and looking towards the laptop. The background features large windows with sheer curtains and a green plant. The text is overlaid in the center of the image.

**“People can do anything as long as  
you give them the space to do it.”**

**- Rob van Nuenen**



# **ABOUT** Channable





## ABOUT

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.

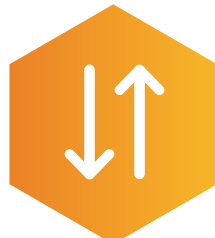
In addition, Channable offers its own training platform, the Channacademy, to train and educate its users.

## 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



## 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

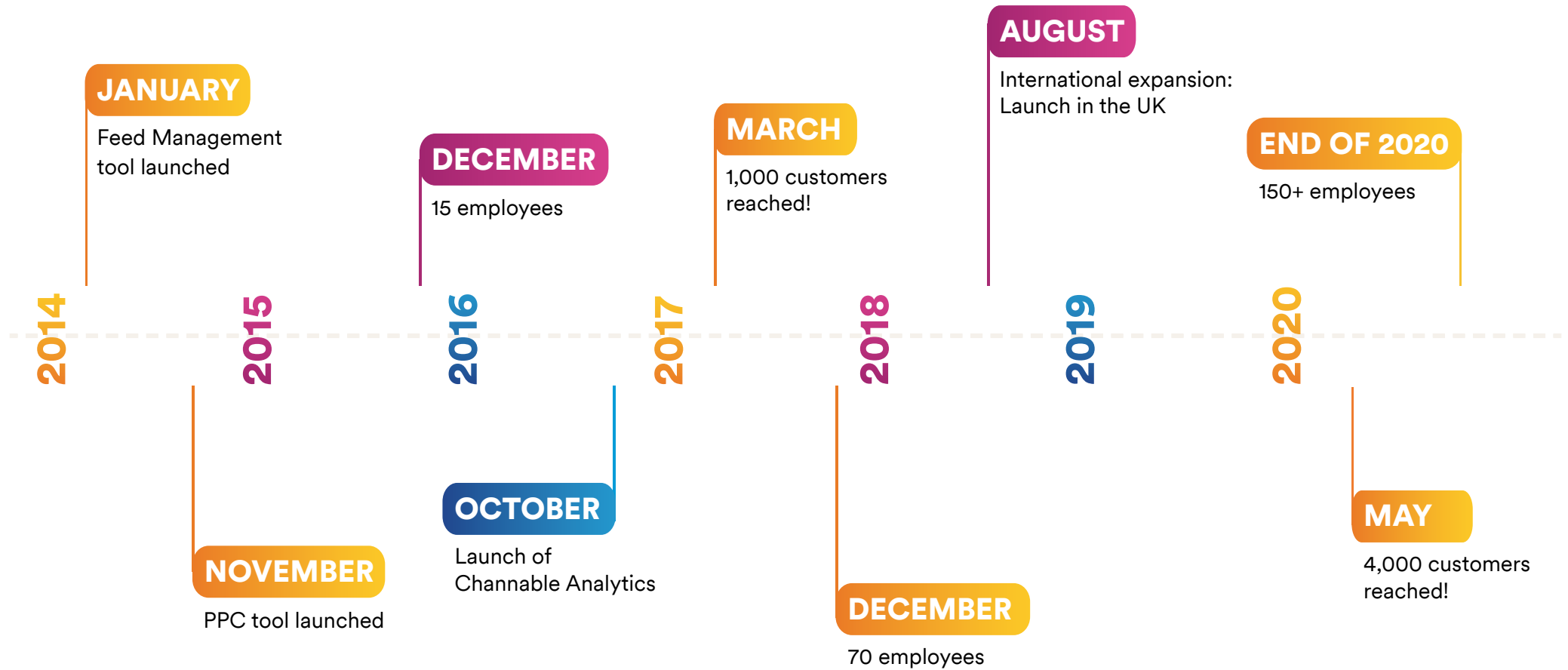
## 500+

active users of  
the Channacademy



# **TIMELINE**

## Milestones & achievements







**“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



RITUALS...®

ARTEFACT

MERKLE

Groupe  
**Pierre & Vacances**  
*CenterParcs*

**DEPT**

  
CLICKBOOST

 **TUI**

# 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%**.

”



**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**.

”



**Davy Bayonne**

Pierre & Vacances - Center Parcs,  
Online Acquisition Manager

“

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.



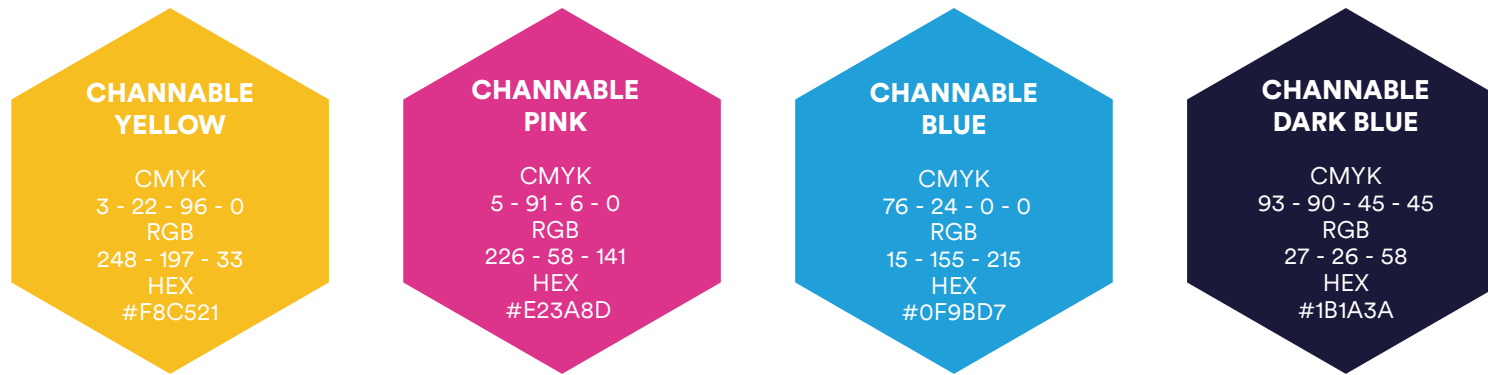
Square text logo on a dark/coloured background.



Alternative square text logo on a dark/coloured background.

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

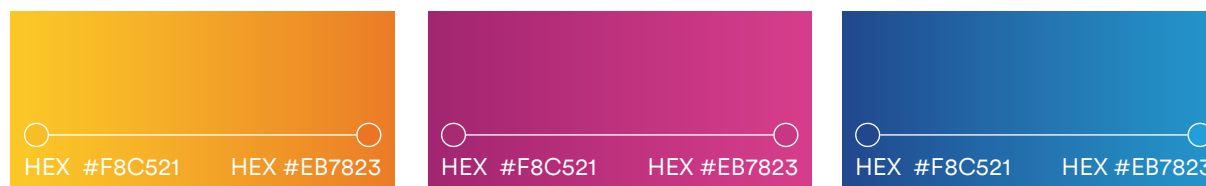
primary colors



secondary colors



Gradient Channable swatches:



# CONTACT

The marketing team

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



# channable

**Contact our  
Marketing Team**

**marketing@channable.com**







# 2021 Media Kit

Version 1.0 - January 2021