New Qivos partnership in the Bulgarian market

Qivos, the leading Customer Data Platform and Loyalty Management provider in SE Europe, announces its partnership with Brandmark, a local Bulgarian marketing agency.

Through this new partnership, Qivos aims to expand its footprint in the Bulgarian market, where Qivos operates successfully for many years now.

Vagelis Karalis, Qivos CEO, comments: "We keep expanding our partners' network by creating mutually beneficial partnerships. We are moving to a cookieless world, which leads to structural changes in what actions, systems, and channels are most effective to engage with customers successfully. Improving retention requires customer loyalty, which begins with brands making customers feel appreciated, happy, and valued. Nowadays, consumers expect a personalised shopping experience across all offline and online channels."

Helping brands collect data from the physical and online stores, Qivos creates unified customer profiles and leverages them using machine learning technologies. Through the Qivos Cloud platform, Qivos enhances consumer behaviour and more effective communication with the end customer. Thus, it increases customer loyalty through smart consumer data management, creating measurable added value.

Brandmark is an independent marketing agency that provides brand strategy, client service, and marketing operations since 2012. The Brandmark concept for Marketing Activation is based on fostering a strong emotional relationship with customers will spark their engagement and drive sales.

George Churussinov, Brandmark CEO, comments: "In order to support our customers moving towards their digital transformation, we need specialised technology and know-how. That is what we found in Qivos, a sophisticated technology on how to engage consumers better either offline or online. Combining our state-of-the-art client services and Qivos technology, we will add value to our clients, providing them with a significant competitive advantage."

About Qivos

Qivos is a marketing technology agency, with 18 successful years and international presence in 8 countries. It has received numerous awards as the Loyalty Agency of the Year and is internationally referenced as one of the leading companies in its field. It has developed the Qivos Cloud, a (SaaS) Customer Data & Loyalty platform that enables marketers to identify shoppers in the real world, analyze their behaviour and connect with them in real-time like they do in the digital world.

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