

**Mehrkanal will exhibit at the DRUPA-Innovation-Park in Hall 7 at the booth C11, starting May 3<sup>rd</sup> until May 16<sup>th</sup>, 2012.**

## **Efficient Trade Marketing With Mehrkanal**

**Essen, February 27<sup>th</sup>, 2012 – Mehrkanal, one of the leading suppliers of Marketing-Management-Systems, based in Essen, is specialised in establishing, leading and integrating brands in and via the internet. Due to the close networking and the interaction of web-based tools, Mehrkanal optimises marketing and sales of numerous internationally operating brand manufacturers.**

The modularly-built Marketing-Management-System (MMS) by Mehrkanal supports and controls all regional marketing measures that are taken by national and international sales locations. The planning and implementation of marketing campaigns can be accomplished entirely web based. The marketing portal enables the sales partners of Mehrkanal's customers to realise their local and individualised marketing measures in a manner that is corporate identity compliant, simple and does not require much effort. The Mehrkanal support center assists customers with a first- and second-level-hotline in all important issues concerning the Marketing-Management-System.

### **Longstanding confidence and exclusive cooperation**

Among the customers of the experts from Essen are companies like Peugeot, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Brax, PSA Finance Germany, Esprit, Iveco, Tamaris, Claas, Intersport and Ford. Mehrkanal is steadily extending its portfolio and concludes partnerships with well-known service contractors. Mehrkanal has, for example, been cooperating with AutoScout24 for over a year now, to provide a consistent digital workflow for the insertion of online banner campaigns to their automotive customers.

### **Internationally active – further cooperation partners wanted**

The experts for systematic marketing management from Essen are internationally active – in close collaboration with their Spanish partner Sheridan, a prestigious creative agency based in Madrid, Mehrkanal serves customers on the Spanish market. The partner agency Sheridan has the exclusive sales right of the Mehrkanal Marketing-Management-System in Spain. Following the successful start on the Spanish market, Mehrkanal wants to further expand its course of growth and is searching for international sales partners.

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