



PRESS RELEASE

MailUp and Contactlab announce their integration, which gives birth to the leading Italian player in the cloud marketing technologies market

The operation follows the acquisition of Contactlab S.p.A. by the Growens group

The new combined offer will enable MailUp+Contactlab to consolidate its leadership in multi-channel digital marketing and advanced consultancy services

Milan, April 5th 2022 – [MailUp](#) and [Contactlab](#) are pleased to announce their integration following the acquisition of Contactlab S.p.A. by Growens Group ([here is the press release](#)), of which MailUp is part. This operation allows the new division MailUp + Contactlab, which will become a single business unit, to create the leading Italian player of next-generation digital marketing cloud solutions, suitable for organizations of all sizes and types.

MailUp, founded in 2002 in Cremona, is a multichannel marketing platform chosen by over 9,500 companies to enhance their customer-centric marketing strategies via Email and SMS. Over the years MailUp has grown to become an important point of reference in the Italian market and an expanding reality at global level. MailUp's key assets are the reliability of its sending infrastructure, the high deliverability rates and the vertical configuration of its solutions, as well as a specific focus on the integrability of its solution with external systems.

Contactlab, founded in 1998 by current CEO Massimo Fubini, offers a self-hosted data-centric marketing cloud platform and a range of strategic professional services delivered by a team of over 90 engagement marketing experts. The purpose is to provide customers with high quality solutions to maximize their customer engagement strategies and develop effective digital marketing campaigns.

The joining of Contactlab into the Growens group and the integration of MailUp+Contactlab offerings, let brands benefit from the twenty-years experience of both companies and the distinctive skills of more than 200 digital marketing professionals who will form the new business unit team. The combined offering enhances advanced features of data management, segmentation, real-time automated marketing and a complete set of APIs to interact with external analytics systems, dashboarding and predictive models. All this will allow the new MailUp+Contactlab unit to increase its competitiveness on the market and meet even more sophisticated needs in terms of both technology and professional services. Thanks to the presence of experts in digital strategy and data analysis, the combined unit's clients will have the opportunity to be supported in increasing the value of their contacts, improving conversions, maximizing sales and building customer loyalty through advanced engagement marketing



programs. Both Contactlab and MailUp's technology solutions will be maintained and developed to ensure a continuous growth for current and future clients.

Luca Azzali, General Manager of MailUp, states: *"With the integration of the Contactlab offering, MailUp - together with the Growens group as a whole - seizes an important opportunity to consolidate its position on the Italian market, achieving an undisputed leadership. Thanks to the strong complementarity between our respective customer bases, we will further expand the range of offerings with innovative technologies and services to ensure the management of successful marketing campaigns".*

Massimo Fubini, CEO and founder of Contactlab and future head of the "combined" MailUp+Contactlab business unit, states: *"I am really glad and positive about this operation: bringing together the main players of Italian market will make us even stronger for the challenges that await us in international markets too. I am also honored to lead this incredible MailUp+Contactlab unit and the 200+ members of its team since its very beginning. With this operation we bring to the Growens group our skills, developed in 25 years of established presence on the market, an evolved technology – grown over time along with the needs of customers – and a long experience in the management of enterprise and multinational realities".*

Contacts

MailUp Paola Bergamini press@mailup.com +39 02 71040485	Agency iCorporate Danja Giacomini +39 334 2256777 Alberto Colombini +39 335 1222631 growens@icorporate.it	Contactlab Viola Venturelli Marketing Service Manager & PR viola.venturelli@Contactlab.com 348 7822561
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MailUp

MailUp has developed a multichannel marketing platform for SMEs and large companies to communicate with customers and prospects and enhance their digital marketing strategies via Email and SMS. Established in 2002 in Cremona (Northern Italy), over the years MailUp has grown to become market leader in Italy and earn international relevance. Today MailUp has more than 9,500 customers and about 800 resellers in more than 50 Countries. After the listing in 2014 on Euronext Growth Milan, MailUp undertook a steady growth path, both organically and through acquisitions, that led to the birth of Growens group. Today Growens is a leading European player in the field of Cloud Marketing Technologies, serving ca. 26.000+ customers in over 100 countries. The Group is now an ecosystem of five business units: MailUp (global market), Acumbamail (Spanish and Latam market), Agile Telecom (global market for wholesale SMS), Datatrics (predictive marketing) and BEE, the email editor launched in 2017 as a complementary business line.

www.mailup.it | www.growens.io

Contactlab

Contactlab offers brands products and services to get the most out of their customer engagement strategies. Thanks to a simple and powerful Marketing Cloud, which allows them to set up automated multichannel contact plans customized to users' customer journeys. It also provides full outsourcing management services for digital direct marketing activities on the most important marketing clouds on the market, consultancy in the creation of loyalty programmes and project support on email marketing strategies and best practices.



Thanks to the reliability, ease-of-use and power of our Contactlab Marketing Cloud, and the expertise of digital marketing professionals, brands collect in-depth information on individual consumers to enrich their shopping experience, create highly personalised contact plans through email, SMS and push notifications, and initiate loyalty programmes with a high impact on sales.

Our experts, who have been working in the field of digital marketing for over 10 years, work with brands to build successful customer engagement programmes and map the state of digital evolution of the brand and its competitors to plan subsequent strategic positioning actions.

Founded in 1998, Contactlab is led by its founder Massimo Fubini, an entrepreneur and innovator in the web world since 1995. To date, more than 400 leading Italian and international companies work with us.

<https://contactlab.com/en/>