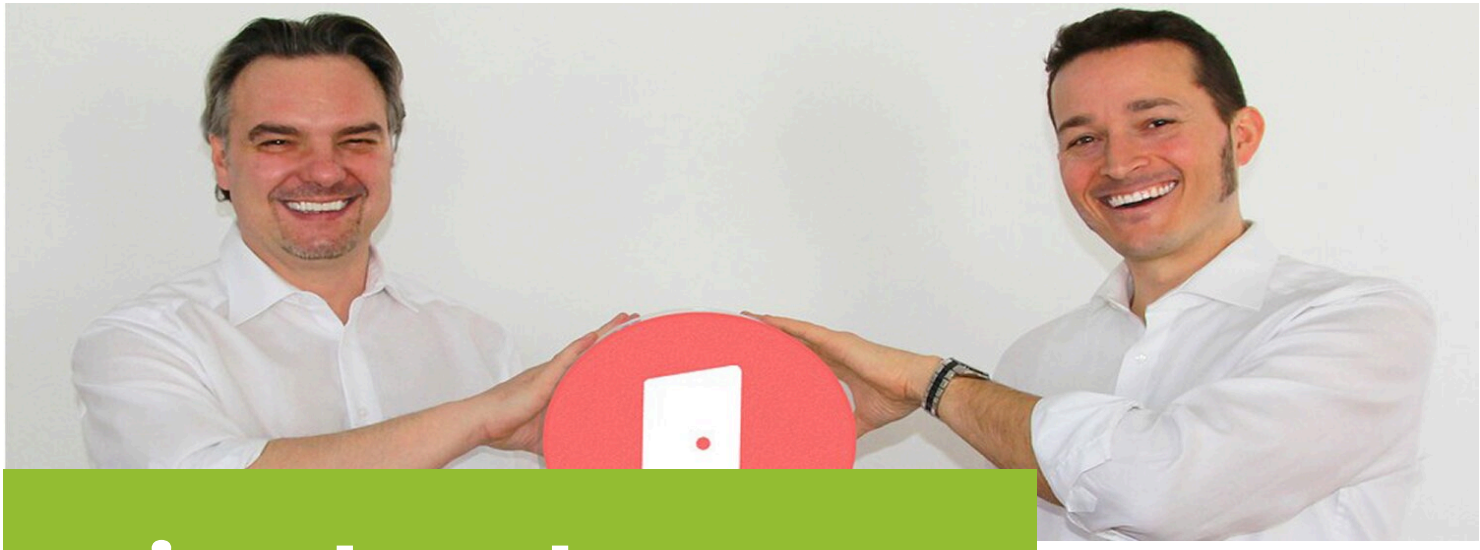


asioso launches a new portal for recogate GmbH

Client:
recogate GmbH

Date:
May 30, 2017

Categories:
Solutions , Topics

Tags:
#Business
#Content & Experience
#Kommunikation
#Kundenbeziehung
#Marketing Technologie

asioso GmbH was responsible for the conception, design and technical implementation of the new marketing.recogate.com portal of recogate GmbH.

The challenge

The aim of recogate was to create a new networked B2B marketplace for the marketing and IT industry that connects users, products, and service providers in the field of marketing solutions on a common platform.

The aim is to make it easier for marketing managers and buyers to find a suitable marketing solution or a suitable service provider and also to offer companies a good opportunity to present themselves in the marketplace. By showcasing their expertise and presenting products from the areas of software, platforms, and services, service providers and manufacturers should also be given new ways to reach potential customers.

In order to achieve high added value for visitors and provide them with the best possible solution for their project, the link between products and services is particularly important.

The solution

Usability was the main focus when designing the website. Therefore, asioso created a well-structured, clear portal where visitors can easily find their way around and quickly find the information and solutions relevant to them. asioso GmbH opted for the enterprise master data management platform **Pimcore** due to the complex data structures.

At the heart of the website is an innovative, intelligent, and multidimensional **search function** that quickly leads to relevant search results. Users can search by category, product, service provider, or manufacturer and limit the results regionally as required. On the detailed company and product pages, visitors can see the ratings, the product portfolio, or the service providers specializing in the product, as well as suitable case studies and articles. For products, the interfaces to other products are also taken into account, which shows IT managers integration and combination options between the products.

Manufacturers and service providers can maintain their contact details, screenshots, videos, case studies, and articles in a separate area. In the portal's magazine, readers can find out about interesting and current topics in the field of marketing and marketing technology. In addition, companies can present their experiences on specific topics and products by means of case studies. This provides future users with additional inspiration and, if required, the opportunity to select an experienced service provider who has already implemented the upcoming project in a similar way.

The result is a comprehensive, informative B2B marketplace with intelligent networking that offers marketing, sales, and IT managers; buyers; partner managers; manufacturers; and service providers real added value.

Benefits of recogate for marketing, sales and IT managers; buyers; partner managers; manufacturers and service providers

- High transparency of the marketing solutions market
- Clear presentation of companies and products for visitors
- High usability
- Intelligent search function with targeted selection and filter options, high quality of search results
- Cost and time savings in the search for the right marketing solution
- Linking of products and specialized service providers - makes it quick and easy to find specialized service providers
- Relevant additional information thanks to the networked structure
- Relevant results based on data-supported searches

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