

# PRESSMATRIX

## COMPANY PORTRAIT

### → OVERVIEW

PressMatrix offers a gateway for traditional print publishers into the digital world of publishing. For every company and every media producer, there are different requirements and goals behind digital success. Our goal is to bring your content digitally to your target audience – and not just through digital production itself. For us, distribution and marketing are just as important as the analysis of user behavior in order to implement monetization and growth strategies.

Our Software-as-a-Service Platform works according to a modular application principle. As a white label solution, the apps will be produced in a individual corporate design. PressMatrix offers a time-saving, cost-effective introduction, intuitive use, and continuous upgrades. The app solution runs on the major mobile operating systems and you also receive a web version.

AppVertising is our solution for the digital marketing of content and apps. We develop an individual marketing concept and implement the recommended measures.

### → REFERENCES (SELECTION)

Customers of PressMatrix include well-known, established companies such as Burda, Funke Mediengruppe, Motorpresse Stuttgart, Fit for Fun Verlag GmbH, Allianz Deutschland AG, Mitsubishi Motors, Delius Klasing Verlag, Deutscher Fachverlag, Computec Media Group, Baseler Versicherungen, ADAC, Deutscher Fußball-Bund e. V. (DFB), Kammann Rossi.

### → DATA AND FACTS

- PressMatrix was founded in 2011.
- The company has 35 employees.
- The company is headquartered in Berlin.
- PressMatrix supports more than 450 publishers, corporate publishers and agencies in the distribution and monetization of their content and currently reaches more than 9 million readers.

### → ABOUT JENS GÜTZKOW

Jens Gützkow is managing director and co-founder of PressMatrix. The development and implementation of innovative, digital business models has always been his passion. Jens Gützkow and start-ups co-founded by him have already helped to shape this development: Long before App Stores existed, he was involved with mobile apps. He launched a video platform with an innovative sales concept and supported including the EU research project „P2P Next“. [www.pressmatrix.de](http://www.pressmatrix.de) Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator)