

The speaker



Frank G. Froux is a proven specialist in the MarTech industry as well as founder and CEO of matelso GmbH, which was launched in 2006. In his 25-year career in the IT/tech sector, he has developed his company into one of Europe's leading Call Tracking technology players with a solution-oriented, innovative and scientific approach. Now, the passionate entrepreneur is taking the next step with his company and is further developing his successful service into a digital customer experience platform with a lot of foresight and a 360-degree view for new technologies as well as for the business goals and challenges of his customers.

Matelso GmbH

Matelso GmbH is one of the leading providers of MarTech solutions and platforms for communication based lead management, Call Tracking, online and digital marketing and Digital Customer Experience. For more than 15 years, the 40-strong team based in Kaiserslautern, Germany, has been setting innovative trends and helping its customers optimize their marketing campaigns and spendings. In addition, matelso empowers companies to set up more efficient and better sales, customer care, decision-making and communication base lead management processes – using turnkey and cloud-based technology. Everything can be seamlessly integrated with third-party systems such as CRM or analytics tools. This is a real win-win situation that is trusted by well-known companies and brands such as the Autoscout24 and Immoscout24 portals, the agency moccamedia, the electronics retailer Euronics, the car manufacturer Nissan, and telecommunications companies such as Vodafone and Telefonica.