



## About Akanoo (Short)

Akanoo is a **SaaS solution** that predicts online shop visitors' intentions and affinity to onsite campaigns in real-time. Visitors receive personalized campaigns at the right moment during their online shop visit based on the predictions. Akanoo uses the **most advanced automated process in Data Mining and Machine Learning** to select relevant visitors. Non-buyers are converted into buyers. Akanoo enables online shops to **optimize their conversion rates** and generate **more revenue** from existing visitors.

We are a team of **20 highly motivated individuals**, who invest their energy in developing and marketing our technology so that Akanoo will remain the best tool for personalized on-site targeting in Europe and beyond. Our founders Fabian Gebert, Dr. Jan-Paul Lüdtkke and Moritz Schott possess heterogeneous backgrounds what enables them to lead our three main departments **Sales & Marketing, Key Account Management** and **Data Science & Technology** successfully.

You have further questions? Contact us via mail ([sina@akanoo.com](mailto:sina@akanoo.com)) or phone (0049 40 609 4623 40). We are looking forward to hearing from you.