

Proworx Digital Born to be efficient

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Team_

Domonkos PICHOVSKY,
CEO – Strategy Director
20+year experience in sales support
marketing

Szabolcs TIMKU,
COO & Client Service Director
15+year experience in B2B sales

Customers & Pipeline_

Dozens of major corporate brand
campaign references are already
collected in the FMCG, Consumer
goods, Banking sector in Hungary
and CEE region. P&G (all brands);
Ferrero (all trade marketing
campaigns); MKB Bank (knowledge-
based lead generation campaigns);
Hungarian national railway company,
Heineken as of 2020

We are_

performance marketing specialist
focusing on sales support marketing
automation and business boost

We promise_

to make your advertising spending
count

We offer_

Ready-made and licencable
marketing application toolkit
Software customization, set-up and
implementation
Outsource platform hosting, IT
support & marketing customer
service

All our solutions are_

Measurable: all major sector KPI can be incorporated to meet ROI criteria
Scalable: due to cloud-based architecture, all platform can follow your
daily business needs
Sustainable: the fee structure is reflecting platform performance &
customer savings

Product scope_

Starpage tm: our ultimate microsite engine
Shopprime tm: our POS marketing material booking & distribution platform
Quarterback tm: our digital campaign management wizard

Starpage tm _

The platform is ideal for multinational corporation managing different
brand groups regionally/internationally. Based on a user friendly page
manager wizard, the non-initiated office users can create, manage and
publish complex marketing microsite in 4 different subcategories:

Promo, Quiz, Survey, Image

Starpage has also special backend settings, multilanguage interface for
cross-border campaign management, separated clearance level
(superuser, editor, admin); profile management & system settings,
backup server for 24/7 BCP; 30 days data restore

Shopprime tm _

Shopprime can do the POS marketing surface bookings for your key
partners and follow up the project management of your entire retail
network

Based on the automated booking and customized pricing model,
Shopprime is the ultimate sales machine of the retail POS surfaces. The
POS marketing items can be grouped by size category, location and
booked weekly, monthly or quarterly

The platform is managing electronic and printed POS materials both on
booking and uploading side. In case of digital materials the media upload
is directly linked to the screen management system

The systematically changing campaign-based POS marketing items will
attract Consumer's attention and upgrade the shopping experience
increasing your revenue

Quarterback tm _

Quarterback is a full-scale digital campaign management wizard helping
Client (sales, marketing & PR dept.) and outsourced marketing agencies

The system automatically produces brand-book-conform, personalized
marketing messages using predefined creative templates, programs the
send-outs (including e-dm send out using third-party mail engine such as
MailChimp) and generates report & notification about the campaign