
CleverReach Starts Working Decentralized

Preventive measures against COVID-19 enter into force immediately

Rastede, March 16, 2020

In view of the global spread of Covid-19 and as an international company with employees and partners worldwide, we have been following the current events very closely for some time. We at CleverReach consider ourselves responsible not only to our customers, but also to our team and believe security and prevention are essential these days. We also want to make an active contribution to slowing down the further spread of the virus. As a result, we have taken preventive measures to ensure the well-being of our team, their families, as well as society, partners, friends and acquaintances.

Working from home

In recent years, we have created a reliable and resilient working environment that enables our employees to work effectively and efficiently from home, also taking data protection standards into account. In the light of current events, this contributes to the safety of employees and business partners by avoiding direct, personal contacts and ensures the smooth maintenance of business operations.

CleverReach's business model as an SaaS (Software as a Service) company enables immediate decentralized working, so our employees will be working from home from Monday, March 16, 2020. Through this early initiated prevention measure, CleverReach makes an active contribution to slowing down the spread of the corona virus. In addition, we ensure that our customers can rely on our service and that our systems are available as usual.

Travel & Health Practices

From now on, personal customer communication and meetings with business partners will take place via professional video conferencing solutions to avoid direct contact and the risk of infection while travelling for employees and third parties. We are confident that this will not have a negative impact on our availability in the coming weeks.

We encourage our team to follow the recommended hygiene measures – until the time of decentralization, our offices in the company building //CRASH were equipped with hygiene articles and mandatory disinfection stations, which helped to ensure that both employees and visitors to the offices were well looked after.

In the face of a global health crisis, we want to guarantee our team the best possible safety and prevention, while continuing to be actively and reliably available for our customers and business partners.

Sebastian Strzelecki and Jens Klibingat
Management, CleverReach[®]

CleverReach[®] is a leading global email marketing provider with more than **250,000 customers** in 152 countries around the globe. The software enables the direct communication between companies and their customers and is quick and easy to set up and use - email marketing made easier. CleverReach[®] provides excellent value for money, advanced technology and a wide range of interfaces to CMS, CRM and shop systems, supported by an excellent customer service. .

CleverReach[®] was founded in 2007 in Germany and complies with the highest standards of data protection, exceeding the legal requirements. Prominent reference customers, amongst others, are Spotify, Levi's, Playboy, DHL, BMW, TESA. www.cleverreach.com

Management:	Jens Klibingat, Sebastian Schwarz & Sebastian Strzelecki
Type of company:	GmbH & Co. KG
Founding:	2007
Head office:	Rastede/Oldenburg (Lower Saxony/Germany)
Services and support:	Cloud-based technology solution for email marketing: <ul style="list-style-type: none">• Stand-alone-Mailings, Newsletter, dynamic RSS campaigns• Integrations to relevant CMS, CRM and Shop-Systems• Simple and multi-level automated email routes with THEA (E-Mail Marketing Automations Solution)• Reports/real-time statistics for success control and optimization, design and spam tests, A/B split tests, multivariate tests• Multilingual e-mail and telephone support

Reference industries:	SMB, online trade, tourism, retail/trade, fashion/textile, service industry, consumer goods industry, automotive
Countries:	Campaigns and customers in 152 countries, especially D-A-CH, Europe and USA
Website:	www.cleverreach.com
Contact:	CleverReach GmbH & Co. KG //CRASH Building Schafjückenweg 2 26180 Rastede
Press contact:	Mareike Juds Tel. +49 (0)4402 97390 0 presse@cleverreach.de