

Press release

DigitalFMCG - The Leading CX Platform Dedicated to FMCG Brand Manufacturers

FMCG brands are facing a growing struggle. With organic reach diminishing due to AI-driven changes and shifts in Google's algorithms, combined with soaring social media advertising costs and the explosive growth of retail media, reaching consumers has never been harder. This has become a major headache for marketers in the food, household chemical, and cosmetics sectors. Furthermore, retail chains—armed with data collection technology and sophisticated loyalty programs — have gained a significant upper hand over the manufacturers supplying the branded products.

To stay ahead of the curve, FMCG producers have begun the process of building their own consumer databases - at least those who reacted quickly to mitigate the risk of losing direct contact with their audience.

DigitalFMCG answers the needs of FMCG brands by delivering a comprehensive platform designed for building consumer databases, managing direct omnichannel communication, personalizing experiences within the context of specific stores, running consumer activations, and analyzing data. All of this runs on the proven iPresso engine, a renowned system already trusted by major FMCG companies.

DigitalFMCG is Europe's first Customer Experience management platform so comprehensively dedicated to manufacturer marketing. It stands out through its laser focus on the industry, the ability to expand individual capabilities, dedicated regional support, and unique solutions that rapidly build a competitive advantage for brands.

The market was missing a solution that truly addresses the needs of the FMCG sector. Existing marketing automation systems focus heavily on e-commerce and retail, completely missing the specific nuances of brands and manufacturers. It's a different ballgame entirely; for FMCG producers, the share of direct e-commerce sales is often negligible, explains Michał Wojciechowski, CEO of iPresso S.A., the creator and provider of DigitalFMCG.

The DigitalFMCG platform is dedicated primarily to brand manufacturers across Europe. The company is focused on ensuring a high level of security and handling processes strictly within the European Union.

DigitalFMCG by iPresso. iPresso S.A. is a Polish company specializing in delivering advanced Marketing Automation systems based on proprietary technology. Companies such as Danone, Wawel, Grupa Żywiec, Generali, eSky, and Warner Bros utilize the iPresso and DigitalFMCG platforms.

More information: <https://Digitalfmcg.com>