[Youwe expands in the UK with strategic MarTech takeover](https://confluence.youwe.nl/display/media/Youwe+expands+in+the+UK+with+strategic+martech+takeover)

PRESS RELEASE- ENGLISH

Rotterdam, the 3rd of October 2019: For Immediate Release **Youwe, the digital agency headquartered in the Netherlands, has reaffirmed its international growth strategy by acquiring the MarTech activities of the UK based specialist SuccessFlow. The merger of operations consolidates both Youwe's expertise in the field of digital marketing and the company's position in the key market that is the UK. As a subsidiary of Youwe, SuccessFlow will benefit from the company's proven international footprint and partner ecosystem. Youwe's portfolio, including e-commerce, experience design & management, staffing, hosting, data & intelligence and online marketing, will as of now be in reach for UK businesses looking for digital excellence.**

"SuccessFlow is a strong Digital Strategy and MarTech company with highly qualified experts and a strong portfolio in Salesforce & Marketo. SuccessFlow helps organizations to create, implement and evolve seamless digital marketing strategies and integrate their offline with online marketing campaigns. We are very pleased with this expansion, resulting in a strong marketing team with experts based in the UK and the Netherlands," says Rob Wiek, CEO of Youwe.

“This acquisition represents an exciting new chapter in the growth and evolution of SuccessFlow’s digital marketing capabilities and gives us the scale and reach to deliver to clients across Europe working as part of the exciting organization,” says Steve Hulmes UK MD of Youwe SuccessFlow

According to an [analysis released by Adobe](https://cmo.adobe.com/articles/2018/12/the-5-biggest-marketing-trends-for-2019.html#gs.5z4nqf) in 2019, data-driven, experience-focused marketing is among the top priorities of businesses in the near future. Personalization, Account-based Marketing and the general integration of data and creativity are viewed as key ingredients to improve customer journeys from acquisition through to customer loyalty activities. The addition of MarTech specialist SuccessFlow strengthens Youwe's position catering to these needs.

Being undoubtedly one of the most mature online markets and technologically advanced countries in the world, the UK has been on top of Youwe's wishlist for further expansion for a while. [After the opening of the Swedish office in April 2019](https://www.youweagency.com/e-commerce/youwe-opens-regional-office-nordics) as a strategic position in the Nordics, the acquisition of SuccessFlow's activities is the next step for Youwe to reinforce its position as a leading digital agency in Europe and beyond. Together with strong partners including Magento, Adobe, Marketo, Pimcore, Drupal and the AI platform E-tail Genius, Youwe is ready to offer value through future-proof solutions to businesses in the UK and across the globe. Youwe to date has three offices in the Netherlands, as well as in Kiev (Ukraine), Stockholm (Sweden) and Helsinki (Finland).

The acquisition has been finalized in September and will be put into action immediately. Youwe and SuccessFlow are currently working to integrate operations in order to make the collaboration kick off smoothly. The management of SuccessFlow will actively support Youwe in positioning its activities in the UK.

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ABOUT YOUWE

*Youwe is an ISO 27001 certified full-service digital agency. With more than 170 of the best developers, designers, digital marketers, and strategists, we create our customers' online successes. From our offices in the Netherlands, Ukraine, the UK, and the Nordics, our teams always work side by side with our customers. With the help of data and smart algorithms, we help our customers to be up-to-date about the latest developments in the digital world that is constantly changing. Youwe combines technology, data, and creativity to change and improve the way brands communicate with their customers. Together with our partners, this makes us one of Europe's strongest full-service digital agencies.*

**www.youweagency.com**

ABOUT SUCCESSFLOW

*Formed in 2011 SuccessFlow has been combining marketing know-how with technology expertise to help drive better outcomes for clients and marketing professionals, through enhanced experiences and innovative technology.  SuccessFlow supports Organizations from Initial Strategy through to campaign execution delivering measurable success.*

**www.successflow.co.uk**

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