



# THE CRM PLATFORM

FOR BRANDS, RETAILERS AND THEIR MILLIONS OF CUSTOMERS

But it's ineffective and revenues over the last 3 years have been falling

-7.2%	-6.2%
-7.5%	-12.2%
-7.2%	-3.9%
Nestlé	Mondelēz
Kellogg's	POSTAL BANK



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-7.5%	-12.2%
<del>-7.2%</del>	<del>-3.9%</del>
<del>-3.7%</del>	-15.9%
-8.8%	-7.6%



## What could be their #1 growth technology?

**facebook.** Ads?

**Google** Adwords?

 Stories?

**Instagram** Ads?

No.



# #1 growth technology: Personal relationships with millions of customers



## MyFavorito's first customer was McDonald's



## Results unmatched by other marketing channels



+6.3%

More store visits  
and sales

5X

Less marketing  
costs

20X

More customer  
relationships than

facebook

MyFavorito is CRM-tech, not Ad-tech.

Irresistible  
**ENGAGEMENT  
TOOLS**

360-degree-view  
**CUSTOMER  
DATABASE**

AI-driven, 24-7  
**AUTOMATED  
SALES TEAMS**



STORE VISITS

LOYALTY

REFERRALS

SALES

We are growing fast and Microsoft loves us.



We are building the world's "Customer Relationship Platform".



**Dirk Schlenzig**  
CEO / Founder



**Mark Schlenzig**  
CTO / Founder

- Brothers, software entrepreneurs, colleagues, CRM experts
- 15+ years experience in building / running cloud CRM products
- Generated \$10M revenue and 15M daily active users
- Successfully sold and delivered to enterprise customers such as:



Because: The future of marketing is one-to-one.



founders@myfavorito.com  
+1 (510) 227 0948

Built with passion ... in California and Germany.





# THE CRM PLATFORM

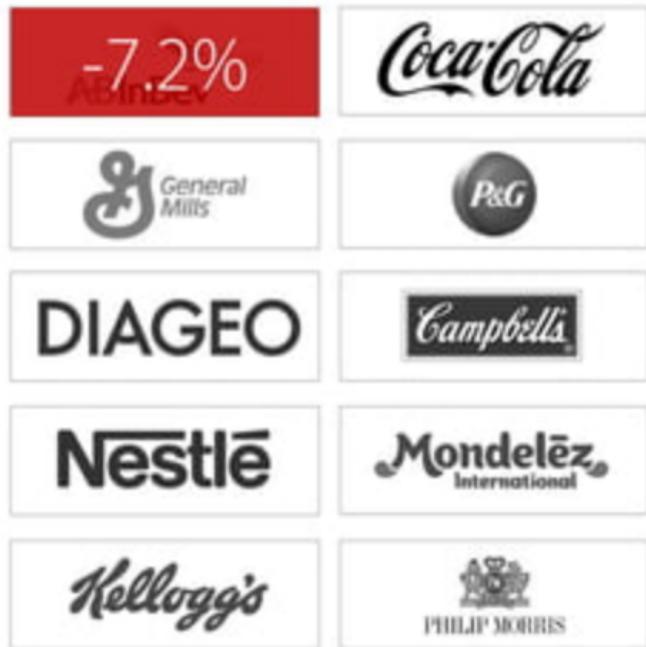
FOR BRANDS, RETAILERS AND THEIR MILLIONS OF CUSTOMERS

Brands and retailers waste billions on their marketing every year



\$100 BN

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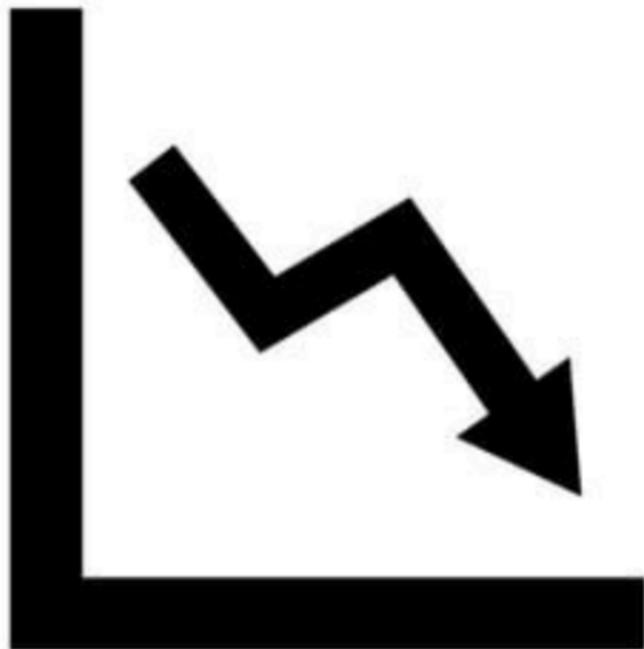
-7.2% ABINBEV	-6.2% Coca-Cola
-7.5% Coca-Cola	P&G
DIAGEO	Campbell's
Nestlé	Mondelēz International
Kellogg's	PHILIP MORRIS



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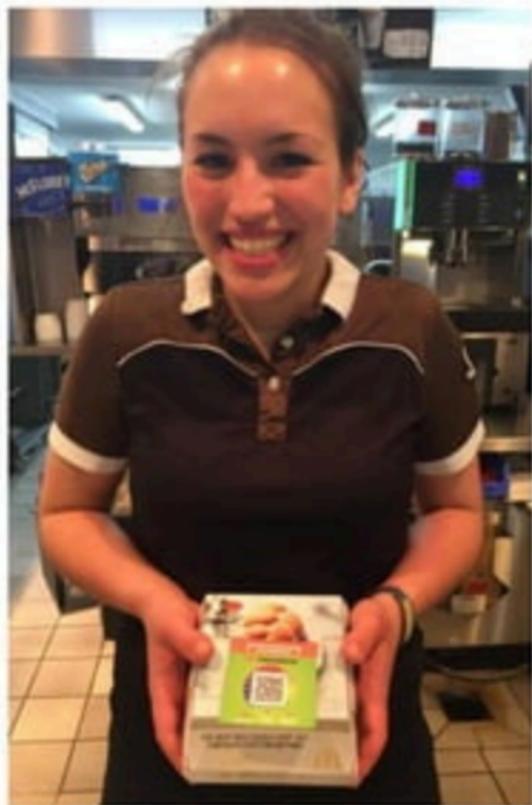
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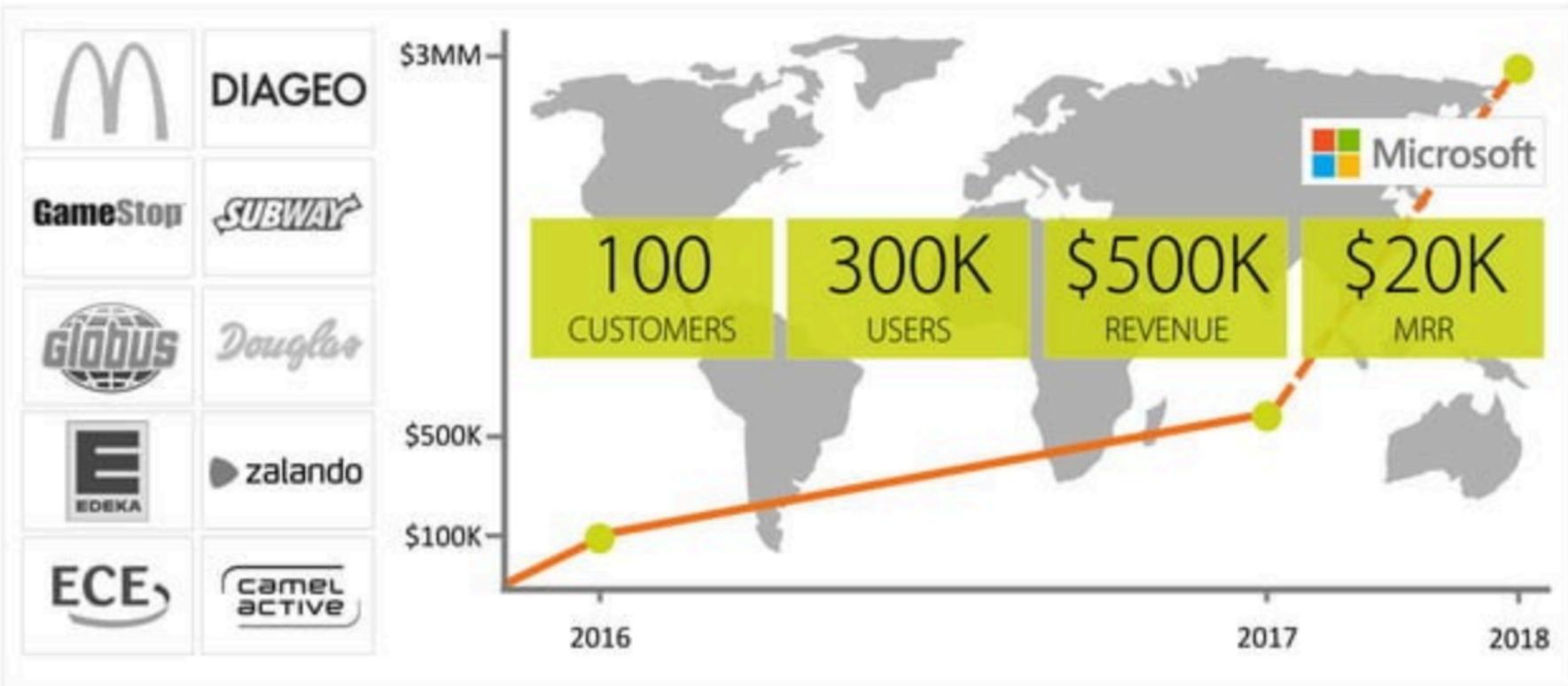
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