

Talon.One press kit

1st

B2B SaaS, Promotion Infrastructure

5

promotion programs in one holistic platform

20

international clients worldwide

5M

Rule validation per day

1M

API calls per day

Founding story

It all started when Christoph was in Lieferando: one of his recurring pain points was the inability to easily implement their customer centric marketing strategy. Indeed, fraud prevention through coupon validation or any type of personalized promotion in the customer journey required additional technical development.

Inspired by his experience growing the Lieferando business, Christoph Gerber thought there had to be a better way for companies to run and scale their promotions. Sharing a passion for building technical products with his friend from university Sebastian Haas, they decided to found Talon.One in 2015. Their joint experiences are a key asset to the startup unique marketing and user engagement technology.

Talon.One offers businesses a highly efficient, client-centric and trackable Promotion Engine as an API-solution.

Our mission

We provide the most powerful Promotion Engine that enables marketers and developers to easily run any kind of promotion, saving time, money and resources.

Why us ?

Talon.One created a new SaaS category as a Promotion Engine, in which companies gain access to a holistic promotion infrastructure.

Through an API based solution, Talon.One fits seamlessly into existing data management infrastructures and eases marketing teams' work who can thus create highly targeted promotion campaigns without extra technical development.

As a result, businesses are enabled to drive their customer engagement, acquire new clients and optimize the marketing budget by deploying highly targeted and personalized promotional campaigns.

History

- Nov/Dec 15: Talon.One is founded. Funding seed round organized.
- Sept 16: Alpha release.
- Jan 17: Product launch of the Promotion Engine.
- March 18: Global presence with 10 clients operating in 4 different continents.
- Mai 18: Launch of the new rule builder allowing Talon.One to be even more flexible.
- Dec 18: Second round of funding, investment of €3 million of [Iris Capital](#).

Meet the founders



Christoph Gerber
Co-founder and CEO
[in](#)

Christoph founded Lieferando, an online food delivery service and contributed to the acquisition of the company by Takeaway.com in 2014.



Sebastian Haas
Co-founder and COO
[in](#)

Sebastian founded and sold RapidApe, an AdTech specialized in TV ads efficiency measurement, to ProSiebenSat1 Media in 2015.

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How does Talon.One work?

Our Promotion Engine receives data from your system, validates the promotion rules you have defined, then triggers effects like discounts, coupon codes, loyalty points, payment updates, etc, to your customers.



1 Data integration

- One-time data integration from various 3rd party data sources via API
- Send product, session, and customer data in real-time

2 Campaign creation

- Simple rule creation per drag-and-drop
- Easily track users and events
- Dashboards with live data to test and optimize your campaigns

3 Effect execution

- Effects automatically triggered after validation of your rules.
- Reward your customers with discounts, coupons, loyalty points, data updates, etc.
- Connect with marketing services: Email trigger, CRM-interaction, payment connection, etc.

Trusted globally by companies of all sizes



HelloPrint

national
express

KEEPERsport

Casper



Chantelle



PedidosYa

getsafe

Dáme jídlo.

smava

kfzteile24

moovel

movinga

TIER

About us

Located in the center of Kreuzberg (Berlin), we're a place where passionate people with diverse backgrounds come together to solve problems, work as a team and build the most sophisticated promotional API.

22

total number
of employees

60%

of the team are
developers

14

different
Nationalities

31.9

is the
average age

1

lovely
dog