



<b>Company Name</b>	trbo GmbH
<b>Head Office</b>	Leopoldstr. 41, 80802 Munich, Germany
<b>Founding</b>	2013
<b>Managing Director</b>	Felix Schirl
<b>Services</b>	Onsite Personalization, Optimization and Testing   Personalized Purchase Incentives   Targeted Onsite User Approach   Customizable Messages in the Website's CI   Self-optimizing and data-supported Algorithm   Mobile, Tablet and Desktop   Intuitive Platform incl. Managed Service   Fast and easy Implementation   BNDLA   cnslta   Guided Selling   Chatbot solutions
<b>Competencies</b>	Onsite Personalization   Recommendations   A/B & Multivariant Testing   Dynamic Segmentation   Intelligent Targeting   Analysis & Optimization   Shopping Cart & Sales Growth   Customer Retention   Bounce Rate Reduction   Subscriber & Lead Generation   Exit Intent Recognition   Promotions & Gamification   Layer Design   User Engagement Increase   Onsite Branding   User Profiling
<b>Customers (Examples)</b>	dressforless   Porsche Design   L'Oréal   mydays   WeightWatchers   Telefónica   t-online   XXXLutz
<b>Profile</b>	<p>trbo is the leading technology provider for dynamic onsite personalization, optimization and testing. trbo's AI-driven onsite personalization platform allows users to customize website content, A/B and multivariant test, and serve recommendations down to the individual level using machine learning. trbo's self-learning algorithm analyzes user behavior based on 50+ visitor characteristics, creating highly personalized, unforgettable website experiences for their customers. Incredibly agile and easy to use, trbo's toolset allows users to make changes in real time and serve their customers' needs right away. Major retailers, publishers, and manufacturers across all industries such as L'Oréal, WeightWatchers, Eddie Bauer, Faber-Castell and many more rely on trbo's comprehensive services. trbo was founded in 2013 by CEO Felix Schirl with global headquarters in Munich, Germany and US headquarters in Miami, Florida. Since 2023, Chatchamp is part of the trbo organization and complements the broad offer with Guided Selling and Chatbot solutions.</p>