



PRESS RELEASE

MyPostcard Goes B2B – Successful Kick-off at OMR 2019

Berlin, May 13th 2019 – The OMR Festival is one of the largest events for digital marketing and technology worldwide. As a B2B convention, exhibitors and visitors have the possibility to inform themselves and exchange information about opportunities and solutions concerning digital marketing. MyPostcard, Germany's most successful postcard app, has the biggest postcard selection worldwide, boasting over 10,000 distinctive designs. Previously active in the B2C sector alone, the company has recently started engaging profitably in the B2B sector as well. During this year's OMR in Hamburg, MyPostcard presented effective trigger mailing solutions to the international e-commerce sector and was able to convince with past targeted campaigns such as Reishunger.de. As such Mypostcard can officially position itself as a successful B2B Business and is able to continuously acquire more customers onsite.

Reishunger.de is one of the most successful online food retailers. The Bremen-based company imports rice directly from farmers and rice mills across the world, packages them and offers a massive variety of rice products on their online shop. As a result, customers receive high quality at a fair price. More than half a million users visit the online shop every month to find out more about rice and rice products. Next, to their online shop, a significant part of their revenue is generated through sales on online marketplaces. Here, the inability to engage and interact with customers following a successful sale is disadvantageous – the customer remains on the online marketplace. Using MyPostcard Triggermailing through API connection, Reishunger is now able to reach exactly these customers via the post. After an order, a trigger is placed. Postcards like these sent after a purchase can have conversion rates up to 90%. This means 90% of the customers who were addressed by mail, choose to place another order directly on the Reishunger-Onlineshop, instead of using the external marketplace.

About MyPostcard

MyPostcard (the postcard of tomorrow) sends personal pictures from users' phones and computers as real, printed postcards everywhere in the world, all hassle free - we worry about shipping, printing, and posting. Our app can be downloaded in ten languages and provides more than 10,000 designs, the most designs offered worldwide. Oliver Kray, a designer, Serial-Entrepreneur, and CEO, founded



MyPostcard, which is based in Berlin, has an office in New York, and currently employs 25 people.

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