

Extended mobile portfolio:

## **Visable launches dedicated supplier app**

**Hamburg, 02 November 2021 – Visable, the provider of Europe’s leading B2B-platforms EUROPAGES and wlw (formerly “Wer liefert was”), extends its portfolio of mobile solutions: Customers listed on the platforms can now manage their company profiles and purchaser requests on the go. With this new solution and the purchaser-focussed wlw-app, Visable is offering both its core target groups the full mobile experience for added convenience and flexibility.**

Visibility on the web has become more important than ever. To generate leads and to garner the interest of procurement professionals around the world, more than 3.6 million European companies have created a profile on Visable’s platforms EUROPAGES and wlw. To make profile upkeep and request management as easy and convenient as possible, Visable has now launched its dedicated supplier app. With this new solution, the online marketing expert is responding to the ever-changing requirements in B2B: “The use case for our platforms is becoming increasingly more mobile, both on the purchaser and the supplier side,” says Daniel Keller, CTO at Visable. “Managing requests and swiftly replying to inquiries on a smartphone or tablet allows for much higher flexibility and helps to increase overall engagement with potential customers.”

### **Full mobile experience**

The Visable supplier app offers the full range of functionalities of its desktop counterpart. Users can effortlessly edit their company profiles and update their product portfolios on the go. Extensive reporting capabilities offer valuable insights into the target group, as users can easily access details of the companies who have visited their profiles in real time. In addition, customers who booked Visable’s service Website Leads will also be able to access data of companies who have visited their company’s website. These measures help to focus their marketing efforts and enables the supplier’s salesforce to actively approach prospects in a targeted manner. To keep its users up to date at all times, the Visable supplier app also sends notifications in case of any activity on their EUROPAGES or wlw profile.

After a successful beta run with 7,500 users, the app is now available for download free of charge in the IOS and Android stores. “In the testing phase, the session time averaged at around ten minutes with high engagement. This highlights the extent of the functionalities and goes to show that there is a true demand for managing purchaser relations regardless of location,” adds Keller.

### **Holistic mobile portfolio**

The new supplier app complements Visable’s range of mobile solutions. Its counterpart, the wlw purchaser app, was launched in late 2020 and has since been downloaded more than 43,000 times, counting 300+ users per day.

### **About Visable**

Visable enables small and medium-sized industrial businesses to make products and services internationally accessible to purchasers. The company offers a broad range of specially tailored services for business customers to increase their digital reach. This includes a combination of company owned B2B platforms and online marketing services, such as Google Ads and retargeting campaigns.

Platforms operated by the Visable GmbH include wlv („Wer liefert was“), which is the leading B2B platform in the D-A-CH region, with around 620,000 registered companies as well as the European B2B platform EUROPAGES, on which about 3 million companies are registered. Together, the two platforms reach more than 4 million B2B purchasers per month, looking for detailed company and product information.

With its online marketing services Visable offers businesses additional opportunities to increase their online reach. Visable is currently the only Google Premium Partner with a strong B2B focus.

The company Visable was established in response to the challenges of internationalisation and digitisation in the B2B market and employs today more than 410 people at its locations in Hamburg, Berlin, Münster and Paris. Visable represents the umbrella for the brands wlv and EUROPAGES and continues to expand its b2b platforms and online marketing services.

More articles, information, press releases and downloads are available on [www.visable.com/press](http://www.visable.com/press).