aqurate

B2B SaaS that helps eCommerce shops grow through personalization.

About Aqurate

Est. 2019
Team of 9
0.5m EUR raised

Timisoara / RO
Mannheim / DE
Bucharest / RO

CEO & Data Scientist

Vlad Marincas

Vlad has an Economics & Finanace background and has worked for the European Central Bank. During his career, he managed the successful delivery of multiple Machine Learning & AI projects in eCommerce.

CRO

Tudor Goicea

Tudor was the CRO at TypingDNA, a Google-backed B2B SaaS start-up. During his career, he built a high-growth sales team (US + EU) serving clients globally and developed strategic partnerships.

CTO

Lisardo Erman

Lisardo has a PhD in Economics & Quantitative Methods. He is experienced in building scaled infrastructure capable of handling millions of users on the latest technologies.

Data Analyst

Raul Mazilu

Raul has a diverse background in analytics, front-end, and UX/UI. He has experience in building high-complexity analytics reports and scalable, user-friendly web applications.

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We bring experience from

Google HSBC typingdna P&G BCR

Business Model – B2B SaaS

Reaching **50 customers and EUR 20,000 MRR** at the beginning of June 2023.

On track to reach our planned EUR 1m ARR in June 2024 and raise next funding round.

Active subscribers ℹ️ +∞

42 0 previous period

42

0

Jun 2022   May 2023

MRR ℹ️ +∞

€15,566.77 €0.00 previous period

€15,566.77

€0.00

Jun 2022   May 2023

Our playbook

- Pricing based on shop size: EUR 200 to EUR 2,000 per month.
- All tiers are **full self-service**: sign up, connect data, up and running in 24 hours.
- Develop **partnerships with eCommerce platforms and Marketing Agencies** to quickly get traction.
- Acquire customers via **Performance Marketing, Content Marketing** (market reports, eBooks), and **Events**.

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Target Market

The market is big and growing.
We did the math top-down and bottom-up, and we think it's worth the effort.
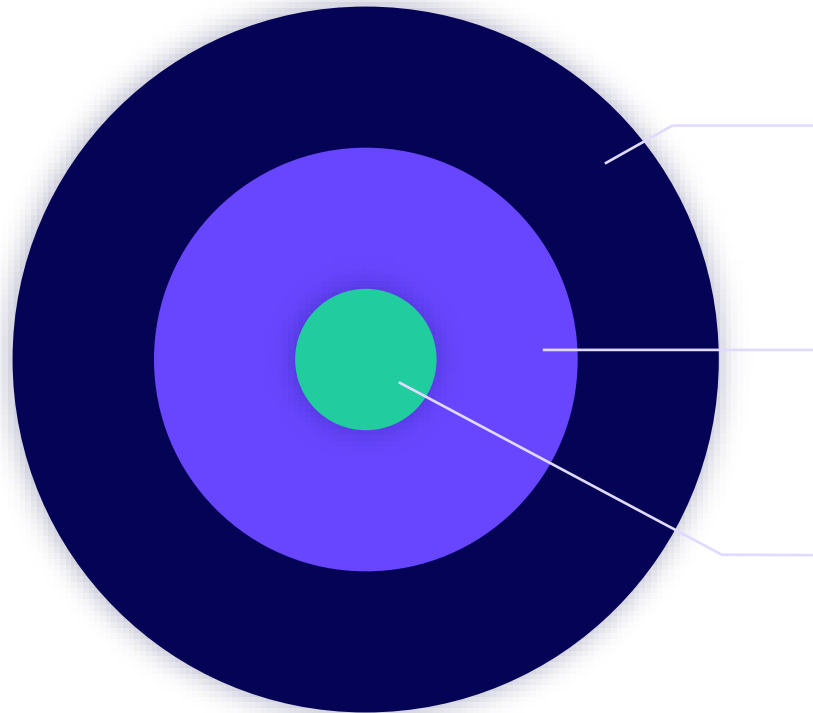
The total addressable market (TAM) for **eCommerce technology** was estimated at USD **15bn in 2023**, growing at a CAGR of 19.07%.

The service addressable market (SAM) for **personalization engines** is estimated at **USD 2.5bn in 2023**, growing at an annual growth rate (CAGR 2021-2028) of 20.87%.

The service obtainable market (SOM) for **Aqurate** is estimated at **USD 166m**, assuming a focus on the EU + UK and a market share of 10%.

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Unlock the power of your data. Grow your store.

Trusted by visionary customers like

THE HOME
LIGHTING · FURNITURE · ACCESSORIES

ringier
axel springer

mylee

carter's | OSHKOSH
B'gosh

PC garage

HSNF

MAGN!TONE
LONDON

LifeBox

NEAKAISA

Testimonials

" The Online Recommendation Engine led to an increase in user leads due to the **improvements in our conversion rates**. A/B testing recorded outstanding performance in marketing KPIs metrics."

" We learned a lot about our **customers and their behavior**. We are now able to better tailor our product portfolio and messaging. "

" With so much of our focus going into day-to-day operations, being able to **understand our performance along the customer journey** provides a breath of fresh air."

CIPRIAN GHERAN

Managing Partner & Product Owner

RADU BALACEANU

Co-Founder

LAURA SARDESCU

Co-Founder

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How Aqurate Personalize drives growth

3.1x Clicks	**+15%** Conversion rate
+13% Average order value	**+7% to 30%** Net revenue

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