

## Molsslinjen moves closer to its customers with Agillic and Tealium

Press release, Copenhagen, 13 June 2022

**Denmark's largest domestic ferry company Molsslinjen has chosen a best-of-breed solution with Agillic and Tealium to turn its first party data into actionable marketing communications. The new tech stack will enable Molsslinjen to leverage its existing operations into increased revenue.**

Molsslinjen offers six ferry services between Sweden, Germany, Jutland, Zealand and the Danish islands, with 8,5 million annual passengers and four of the largest catamaran ferries in the world. Molsslinjen has chosen [Agillic](#) with the goal of driving a customer-centric approach towards overall improvement of its customer experience.

The company leverages several owned channels such as email, SMS, app and web, and has a significant amount of transactional data from ticket purchases. Making its data actionable will play a pivotal role in Molsslinjen's successful omnichannel execution, by enabling it to understand and get closer to its customers.

This is another win that Agillic has made alongside Tealium. The two platforms' comprehensive connector allows Molsslinjen to create and execute highly personalised communication based on data from different sources, with high deliverability assured. This is especially key in the transport business, where messages regarding departures, delays and other updates need to be delivered in real time. In addition, Molsslinjen can also send upsell messaging, such as communicating about meal deals, shopping opportunities, and even future trips.

### **Says Agillic's CCO, Bo Sannung:**

*"Molsslinjen connects Denmark – and we are thrilled to help it connect to its customers. It's got all the pieces it needs – first party data, owned media channels – and now, together with Tealium, we will help it put the pieces together to facilitate a better customer experience."*

### **Says Molsslinjens CMO, Birgitte Kold Ingwersen:**

*"We are on a growth journey and adding Tealium and Agillic to our tech stack is key to improving customer experience and boosting revenue. With Knowit Experience and Web2Media as our implementation partners, we are already well on our way towards harnessing the power of these great tools."*

**For further information, please contact**

Emre Gürsoy, CEO, Agillic A/S

+45 3078 4200

emre.gursoy@agillic.com

**About Agillic A/S**

Agillic is a Danish software company offering brands a platform through which they can work with data-driven insights and content to create, automate and send personalised communication to millions. Agillic is headquartered in Copenhagen, Denmark, with sales and R&D teams in Berlin, Malmö, Oslo, Cluj-Napoca and Kyiv.

Agillic A/S Nasdaq First North Growth Market Copenhagen: AGILC

Masnedøgade 22 - Copenhagen – Denmark