

New brand identity and strategic expansion of business areas at CURE S.A.

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CURE S.A. (www.cure-intelligence.com) announces that a complete brand relaunch has been successfully completed. The company will appear in the future under the brand CURE Intelligence. In addition, the company has expanded its range of services with the addition of predictive analytics, machine learning and data science.

Marco Feiten, CEO of CURE Intelligence, explains: "We have been using the year 2020 to take the company to the next level: The entire corporate design has been newly developed, the new CURE Intelligence brand has been registered, our website has been completely redesigned and the Journal for Digitals D2M (www.cure-intelligence.com/d2m/) has been created, in which we offer expert articles in the field of data-driven marketing. We are confident about the future and will implement various measures in 2021 to continue our dynamic growth and further develop our know-how."

"As already communicated in the MBO announcement, we have expanded our range of services and set up services in the areas of predictive analytics, machine learning and data science. The first major customer projects in this area have already been implemented very successfully and the great demand for our expertise has shown us that we have made the right strategic decision," adds Co-Managing Director Levi Távora Veiga.

Scientific Advisor Prof. Dr. Martin Vogt comments: "Participating in the first projects was a lot of pleasure and the customers are enthusiastic. It is a clear confirmation of my decision to participate in CURE S.A. Due to the global corona epidemic, the pressure for digitalization has increased even more and companies are increasingly looking for competent professional partners like CURE Intelligence to leverage potential from internal and external data and to optimise decision-making and communication processes."

CURE Intelligence is currently working with several partners on new developments in the field of trend and market analysis as well as opinion research, which will be launched next year.

About CURE S.A.

Founded in 2009, CURE S.A. specializes in the field of media monitoring and media analysis, data intelligence and social media marketing. CURE helps its clients make better decisions and improve internal and external communication processes by effectively combining analytics and marketing.

CURE is based in Grevenmacher, Luxembourg, and works with renowned clients from Germany, Luxembourg and the U.S.

For further information, please visit:

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