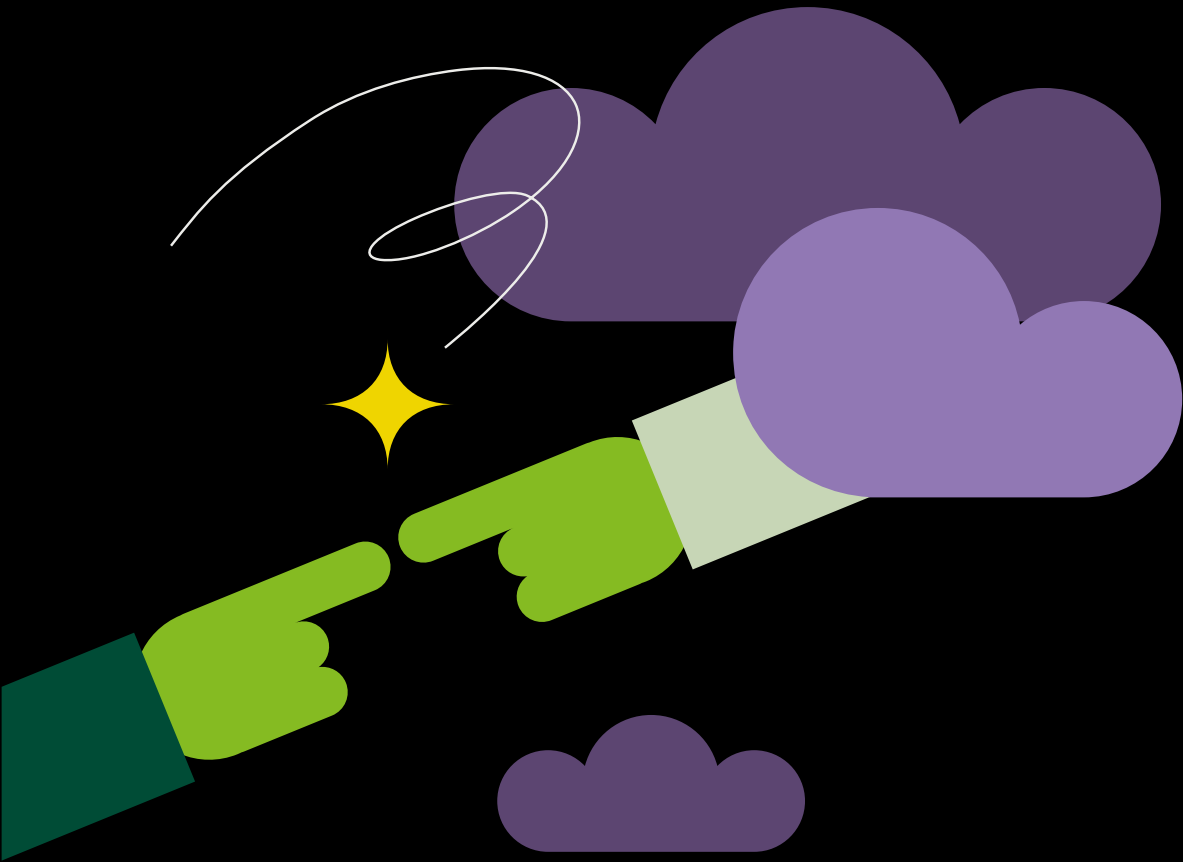


NIMA Marketing Day 2026 • Utrecht

The first contact is just the beginning.

How snapAddy Turns Contact Data into Automated Workflows.



snapAddy 

Matthias Zitzelsberger • Team Lead Sales BeNeLux

People at the Center.

Behind every deal is a good contact.

People connect.

Trade shows, events, inquiries, LinkedIn – the first contact happens between people.

Networks belong to the company.

Your employees' contacts are a strategic asset – when they live in the CRM.

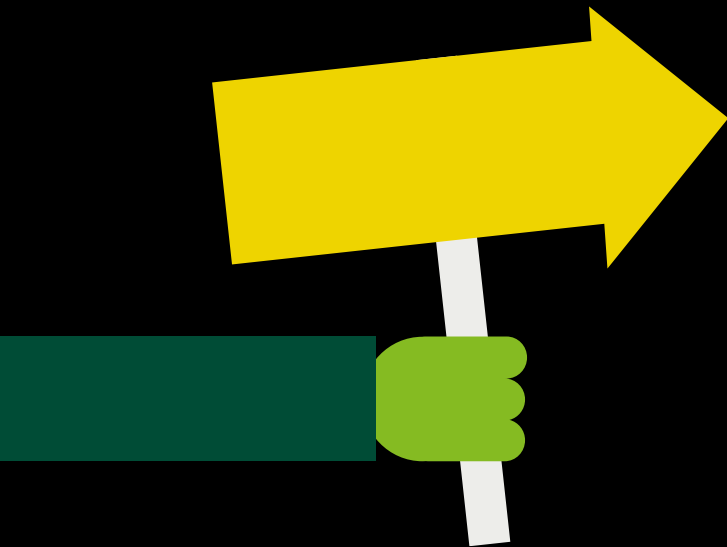
Data enables intelligent action.

A complete, up-to-date CRM is the foundation for targeted, scalable growth.

State of CRM.

CRM is changing massively right now.

AI takes over documentation and forecasting.
The foundation remains the same.



**The investment
decision
is still made
by a human.**

AI delivers the context.
The human decides.

What AI takes over:

- Auto-generate conversation notes
- Suggest next steps
- Calculate lead score
- Identify churn risk

What stays the same:

- Build relationships
- Create trust
- Make decisions
- Close deals

The Shift.

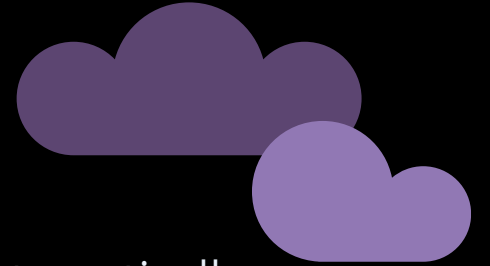
Past.

- Enter phone note manually
- Type out business card
- Write meeting minutes
- Manually check contact data
- Follow-up manually create

**AI and
Automation**

Future.

- Capture contacts automatically
- Enrich CRM data in real time
- Start workflow automatically
- Continuously ensure data quality
- Next step: suggested by AI



Expectations.

Nobody wants to type data anymore.

73%

of CRM users say manual data entry is the biggest hurdle.

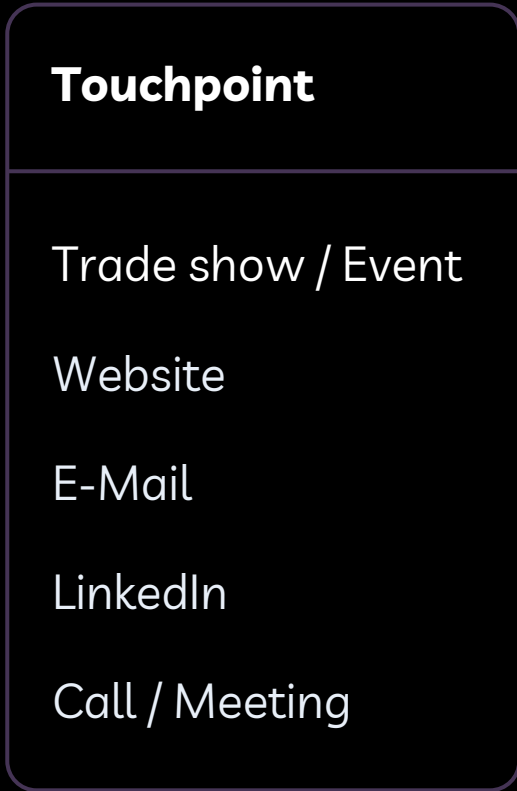
30%

of all contact data in the CRM is already outdated after one year.

5-15 Min.

a sales rep loses per contact through manual maintenance.

snapAddy in the Ecosystem.



The snapAddy Product World.



BusinessCards

Digital Business Cards
NFC • QR • Link



VisitReport

Lead Capture at Trade Shows
Badgescan • AI Voice Input



LeadResearch

Contact Research and Enrichment
from External Data Sources



DataAgents

Workflow Automation Platform

AI Enrichment

Claude • ChatGPT • Gemini

Data Matching

Dealfront • Cognism • & more

Workflow Engine

Trigger • Rules • Automation

CRM
Systems



Marketing
Automation



"The future will no longer be shaped manually — it starts automatically."



The first contact is just the beginning.

With snapAddy, the first handshake becomes an automated Workflow — and data becomes a future.

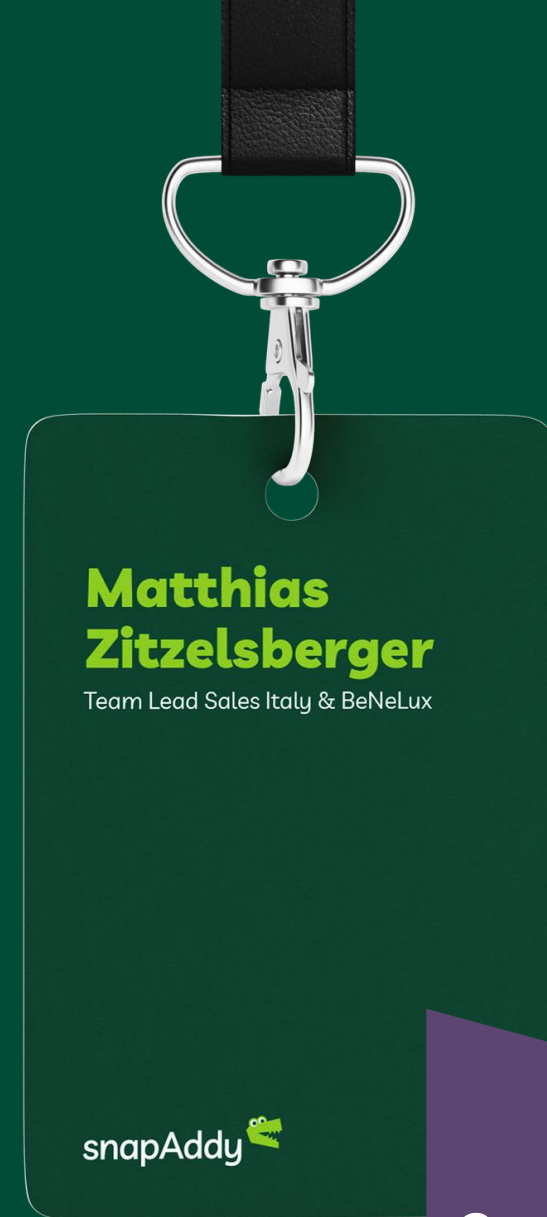
BusinessCards

VisitReport

DataAgents

LeadResearch

snapAddy.com



Questions?
I'm still here.