Deutsche Post sells optivo GmbH to Episerver AB

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Deutsche Post AG sold 100% of its stake in optivo GmbH.

Deutsche Post AG sold 100% of its stake in optivo GmbH. The buyer is Episerver AB, a leading global provider of a single platform to smartly manage digital content, commerce and marketing in the cloud. Details of the transaction were not disclosed.

Deutsche Post will continue its successful work with optivo GmbH into the future. optivo is one of Europe's leading technology providers in the field of e-mail marketing and omni-channel campaign management. The company was founded in 2001 and in 2003 renamed to optivo. Since 2013 optivo became part of Deutsche Post.

Source: Deutsche Post DHL