

# French startup Welink harmonises its brands to accelerate its growth

**Welink, a French startup established in 8 countries, is now offering its solution to professionals in 5 different business sectors. After raising €4.2 million in funds last November, the startup is taking off and grouping its 32 platforms under a common identity.**

**This international rebranding operation is accompanied by two new features: the launch of a platform dedicated to architects and the deployment of new functionalities to better support the digital transformation of its clients' professions.**

## “We match, you grow”

"We match, you grow": Welink used this promise to design its identity. The salestech company, which is present in 8 countries and in several business sectors, faced a major challenge. Protradesmen for tradesmen, My Advisers for accountants, Katchr for communication agencies, Jurilink for solicitors and barristers... At the end of 2020, the hypergrowth startup had nearly twenty different platforms, a difficult brand universe to manage.

After raising €4.2 million in Series A funding, the startup has consolidated and accelerated its growth by grouping all its platforms under a single umbrella brand: Welink. It's a single brand with product brands - Welink Accountants, Welink Builders, Welink Legal, Welink Agencies and Welink Architects - to highlight the company's platform diversity.



"Our mission is to offer **unique visibility, direct contacts and simple tools to professionals who want to boost their business.** We offer them an all-in-one digital solution and adapted support. At the same time, we allow the individuals that visit our website to contact the ideal professional that will carry out their project according to their requirements."

**Charles Passereau, CEO of Welink**

## A unified brand

The rebranding operation was carried out internally, from strategic thinking to implementation, in the span of just 5 months and with a controlled budget. The rebranding took shape at the end of April, with the transformation of all the startup's platforms. Welink now has a new logo with letters forming an ascending line, original characters to represent the platforms and a new positioning create a community of professionals around a shared identity.



## Meeting the needs of SMEs and professionals

The startup is launching its new platform, Welink Architects, on May 17 in France. Spain, Portugal, Italy, and the UK will follow in the coming weeks. The functionalities of the existing platforms are also evolving: complete dashboard, messaging tool...

"**At Welink, we work for and with our clients:** our product team develops new features in dialogue with Welink platform members. For example, appointment scheduling is currently being tested on our Accountants and Legal platforms. The results are encouraging: since its launch in February, 47% of our new clients have chosen to activate this feature."



**Kevin Goncalves, COO of Welink**

### About Welink

Founded in 2018 by Charles Passereau (CEO) and Kevin Goncalves (COO), Welink is a French SaaS solution for improving online visibility, lead generation and lead conversion for professionals (tradesmen, accountants, lawyers, marketing agencies, architects...). Through an annual subscription, the startup provides a dedicated platform and the necessary tools to facilitate commercial growth. Welink supports more than 4,800 clients with the ambition of offering its services to more than 11,000 professionals by the end of 2021. Today, Welink is present in 8 countries (France, the United Kingdom, Italy, Germany, Spain, Portugal, Belgium, and Ireland) and employs 190 people.

[www.we-link.com](http://www.we-link.com)



### Press contact

Laura Bessis  
+33 7 88 97 24 18  
l.bessis@we-link.com