



Press release

YPOG advises founders of Ninetailed on the exit to Contentful

Berlin, September 18, 2024 – YPOG advised the founders of the Berlin-based start-up Ninetailed on the sale to Contentful. The parties agreed not to disclose the purchase price and further details of the transaction.

Founded in 2021 by Alexander Braunreuther and Andy Kaiser, Ninetailed provides a composable personalization and experimentation solution that enables digital teams to seamlessly create experiences in content management systems. Ninetailed customers can improve the customer experience and grow their customer base through personalization and testing for Composable and MACH architectures.

Contentful is a leading composable content platform that unlocks all of an organization's digital content to deliver amazing customer experiences and turn content into a strategic business asset.

The acquisition will enable Contentful to offer its customers a scalable, AI-powered personalization solution that is already integrated into the Contentful platform. Customers will be able to quickly and easily identify, select, test and analyze personalized experiences across all channels without having to create new workflows. This allows brands to generate a higher return on investment from their content and data investments and ultimately increase sales through customized customer journeys.

Team

[Dr. Frederik Gärtner](#) (Lead, Transactions), Partner, Berlin
[Dr. Malte Bergmann](#) (Tax), Partner, Hamburg
[Dr. Benedikt Flöter](#) (IP/IT/Data Protection), Associated Partner, Berlin
[Anna Eickmeier](#) (IP/IT/Data Protection), Senior Associate, Berlin
[Alexander Sekunde](#) (Transactions), Senior Associate, Berlin
[Dr. Jacob Schreiber](#) (Tax), Senior Associate, Hamburg
[Roman Schäle](#) (Transactions), Associate, Berlin

About Ninetailed

Ninetailed is an AI-native personalization, experimentation and A/B testing tool for dynamic websites, headless CMSs, composable content and MACH.

Further information: <https://ninetailed.io>.

About YPOG

YPOG is a law firm specialized in tax and business law, active in the core fields of Funds, Tax, Banking + Finance, and Transactions. The team at YPOG represents a broad client base, which ranges from emerging technology companies and family-run SMEs to large corporations, as well as private equity, and venture capital funds. YPOG is one of the leading advisors for venture capital, private equity, and fund structuring in Germany. The firm and its partners have been recognized nationally and internationally by JUVE, Best Lawyers, Legal 500, Focus, Chambers and Partners as well as Leaders League. Today, YPOG has more than 120 experienced lawyers, tax advisors and tax specialists and a notary, in three offices, located in Berlin, Hamburg, and Cologne.

Further information: <http://www.ypog.law> and www.linkedin.com/company/ypog



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