

September 6, 2021

IMAP Russia advises omnichannel business messaging application Jivo on sale to Sber

IMAP is pleased to announce that Sber, the Russian state-controlled financial and technology giant (previously known as Sberbank), acquired Jivo, an omnichannel application for customer support and online sales. The founders of Jivo, which was started in 2012, will remain in their positions at the company.

The Jivo platform combines a chat function for websites with lead aggregation and client communication via instant messengers, apps, social media, e-mails, phone calls, SMS and chat bots. The company also offers a built-in CRM in one app, as well as integrations with all popular analytical systems. Jivo claims that more than 278,000 websites around the globe use it to communicate with customers. Sber itself is expected to use Jivo as a main element of its own digital ecosystem, leveraging the service to manage communications between clients and Sber companies.

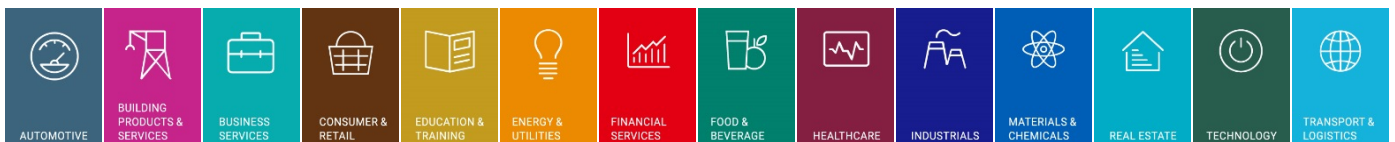
The IMAP Russia (Advance Capital) team, led by Dmitry Kasyanenko and Artur Shubaev advised the founders of Jivo throughout the entire transaction process.



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