

Atento Announces New Partnership with Google to Support German Businesses following the COVID-19 Crisis

Support links allow customers to purchase gift cards in support of local businesses directly from Google Search using Atento's innovative gifting service



Berlin, Jul 2, 2020 ([Issuewire.com](https://www.issuewire.com)) - **Atento** (Atento Technologies Germany GmbH) announces a partnership with Google to support businesses in Germany following the economic challenges posed by the COVID-19 crisis. Atento, the leading “gifting as a service” provider behind 40+ initiatives in Germany, is partnering to implement [support links](#) on Google My Business for local businesses still facing monetary hardships due to the pandemic. Support links allow customers to quickly and easily buy gift cards and make donations to their favourite merchants when searching for the business on Google.

The addition of Atento as a partner for support links in Germany follows the successful roll-out of the feature which started in May 2020. The new feature provides additional options for businesses in Germany to generate much-needed additional revenue from donations and the sale of gift cards, as well as reaching new customers through their Business Profile on Google Search.

Atento, the gift card services company that launched in Germany in 2018, has supported over 10,000 businesses through the COVID-19 crisis as the provider in over 40 initiatives including the successful *Helfen.Berlin* campaign and the *Gemeinsamdadurch* platform from Sparkasse.

Atento's CEO, Noam Margalit, announced the partnership to customers, saying, “*Over the past two years, Atento has supported 10,000 businesses with our gift card solutions, resulting in merchant sales in excess of two million euros during the COVID-19 crisis alone. Our partnership with Google cements Atento's reputation as a trusted player in the industry and highlights our commitment to providing innovative solutions to meet our customers' needs.*”

The support links feature allows eligible owners of verified, physical businesses in Germany to add links to their Business Profile on Google Search which customers can then use to make a donation or purchase gift cards for the business. Users will be presented with the option when searching for the business across Google's platforms. Business owners can add a personalized message for their customers providing information on how their purchase will be used or to thank them for their support. Gift cards through Atento can be redeemed immediately at the business thanks to Atento's innovative “gifting as a service” technology.

Support links enabled by Atento are free-to-use for business owners with all sales proceeds provided directly to the merchant. Support links are quick and easy to post and can be done directly through Google My Business by entering a personalized link provided by Atento. Further information about this new feature, including merchant eligibility and how to get started, can be found on the Google Help Center: <https://support.google.com/business/answer/9872059>

About Atento

Atento (Atento Technologies Germany GmbH) was established in 2018 with the aim of providing innovative gifting solutions for local businesses. Today, Atento supports more than 10,000 businesses across Europe both directly and through partnerships with different local platforms. Atento makes it easy for customers and businesses alike to buy and sell gift cards using a simple and customizable “Buy Button” and online marketplace. Additional information on Atento and the services it provides to local businesses can be found at: <https://atento.me>

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