SEGMENT**ACTION**

Boost customer loyalty in autopilot mode

La FRENCH TECH

May 2017

Retailers objective is to better understand customers

Learn from intelligence on customer behavior

Ultra-personalize messages to improve customer loyalty and convert leads

Generate more sales by precisely monitoring and increasing ROI

Improve customer engagement

Save time while using less resources

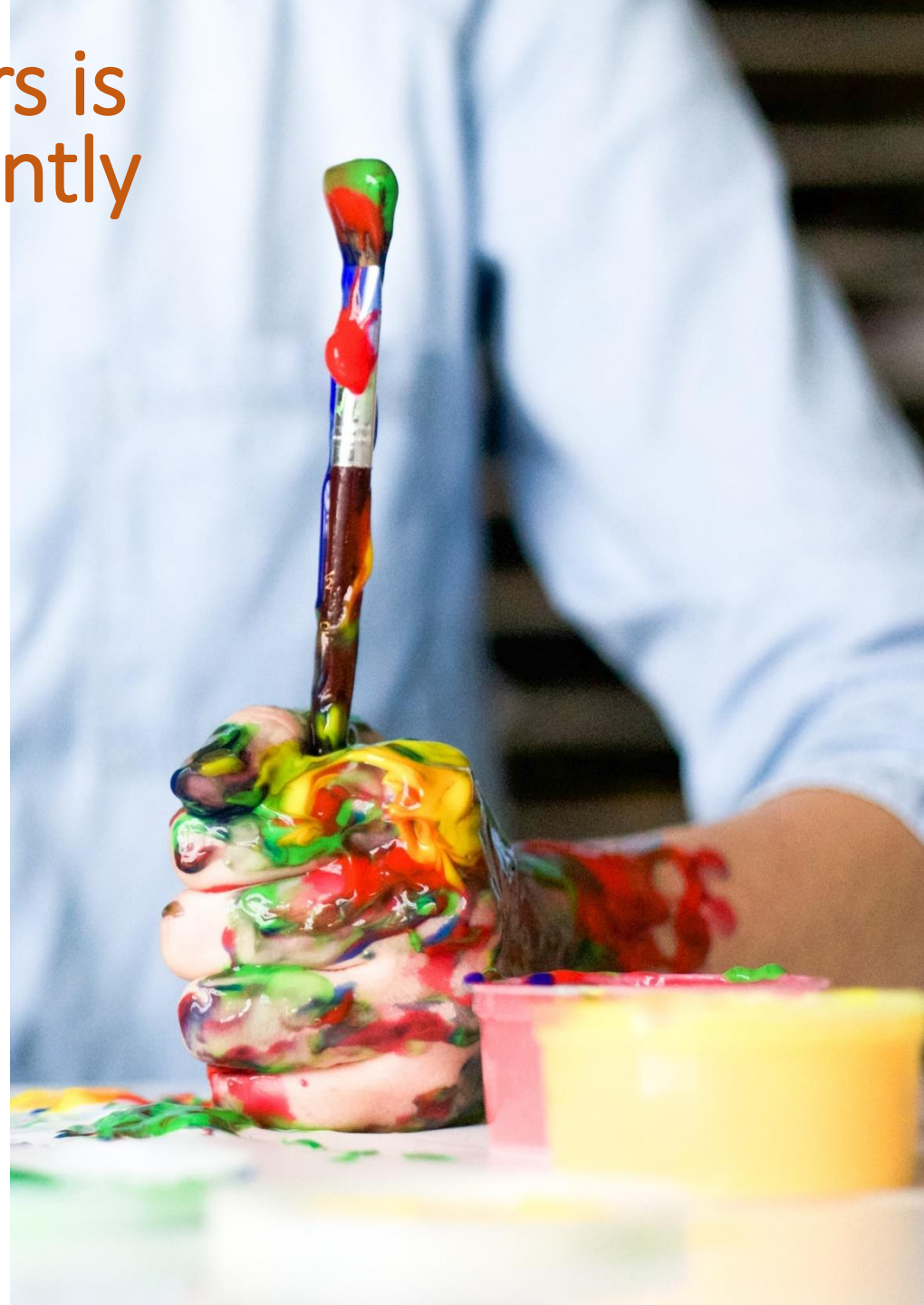# Big data from customers is unexploited or inefficiently used

CRM SaaS for Middle Market companies are **expensive**

Generic product recommendations and newsletter are **inefficient**

Most marketers just do **overcomplicated** DIY techniques leading to **mistakes** and **time waste**

Inability to compute ROIs

DATA ONLY HAS VALUE IF IT IS ACTIONABLE

Our vision: Data-driven marketing as simple as Excel and MailChimp

INCREASE CLICK RATES, SALES AND ROI

BOOST CUSTOMER ENGAGEMENT AND LOYALTY

COMMUNICATE WITH SELF GENERATED CAMPAIGNS

PROMOTE MOST RELEVANT PRODUCTS

Our value proposition to retailers

Increase customer engagement and sales in one click

with

LIVE CUSTOMER AND SALES KPIs	SELF GENERATED MARKETING CAMPAIGNS	ONE-TO-ONE CONTENT

through our

PROPRIETARY DATA MANAGEMENT SYSTEM	REAL-TIME DATA ENHANCEMENT	INTEGRATED ROUTING TECHNOLOGY	DATAMINING PREDICTIVE ALGORITHMS

Our solution

1	**2**	**3**

EASILY IMPORT YOUR TRANSACTION DATA

GET INSTANT CUSTOMER KNOWLEDGE AND CAMPAIGNS AGENDA

SEND HIGH-ROI ULTRA-PERSONALIZED MESSAGES

Super-fast data integration

Data **automatically** cleaned and enriched

Loading in our **universal** 3D transactional model fitting all industries

Real-time KPIs for customers and sales analysis already setup (turnover, average basket, churn, top products, profitability, seasonality, etc.)

Self-generated marketing campaigns scenarios you can trigger in one click (welcome new clients, reward loyalty or engage inactives, etc.)

Pre-designed mailing templates with **one-to-one predictive** product recommendation

Instantly assess click rates, campaigns ROI and other **performance** indicators

Reach **every channels**: Email, SMS, print, social.

Our technology – fully integrated SaaS

SIMPLE	**ALL** IN ONE solution	**NO** LIMIT on volumes	**20%** of standard complexity	**2** days to integrate	**2** hours of training
POWERFULL	**4x** faster data routing	**1+** billion email/sms sent per year	**50+** million clients database	**1** billion lines of data (up to)	**10** million entries per second
UNIVERSAL	**10+** years of R&D	**30%** of standard costs	**100%** integrated model	**ANY** industry	**ANY** country

Our clients

Promovacances

KARAVEL.com

FRAM

SPLENDIA
LUXURY & CHARACTER HOTELS

M6 Mobile by Orange

Pierre & Vacances

ecotour.com

webhelp

criteo.

Tedemis
Mobilising brands

PartirPasCher.com
Pourquoi payer plus ?

Nestlé

betnet.fr
L'HIPPODROME EN LIGNE

CLUB PRIVE VACANCES.COM
Les ventes privées du N°1 de la vente de séjours sur internet

Expedia

Coca-Cola

Carrefour

lastminute.com

TOYOTA

inter Caves
dégustation & découvertes

ACCOR HOTELS
Feel Welcome

KOOKAÏ

Bata catimini

CHANEL

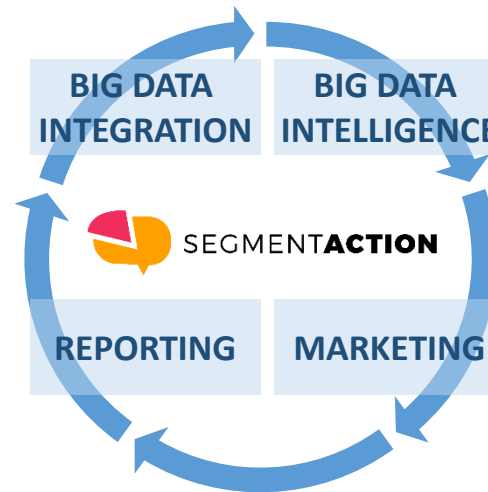"We increased our emailing revenue by +50% thanks to SegmentaCtion"

"The full set of features was up and running almost instantly and very easy to use"

Blandine Chell, *Director of strategic marketing*
Groupe Karavel

A positioning filling a clear market demand from retailers wanting more than MailChimp

COST + COMPLEXITY

# of companies

ORACLE salesforce SAP
Adobe IBM
cabestan
Experian selligent

SEGMENT**ACTION**

Excel Access MailChimp

LARGE MULTINATIONALS

MIDDLE-SIZE COMPANIES

STARTUPS & SMALL BUSINESSES

MARKET SIZE
€8bn
for France
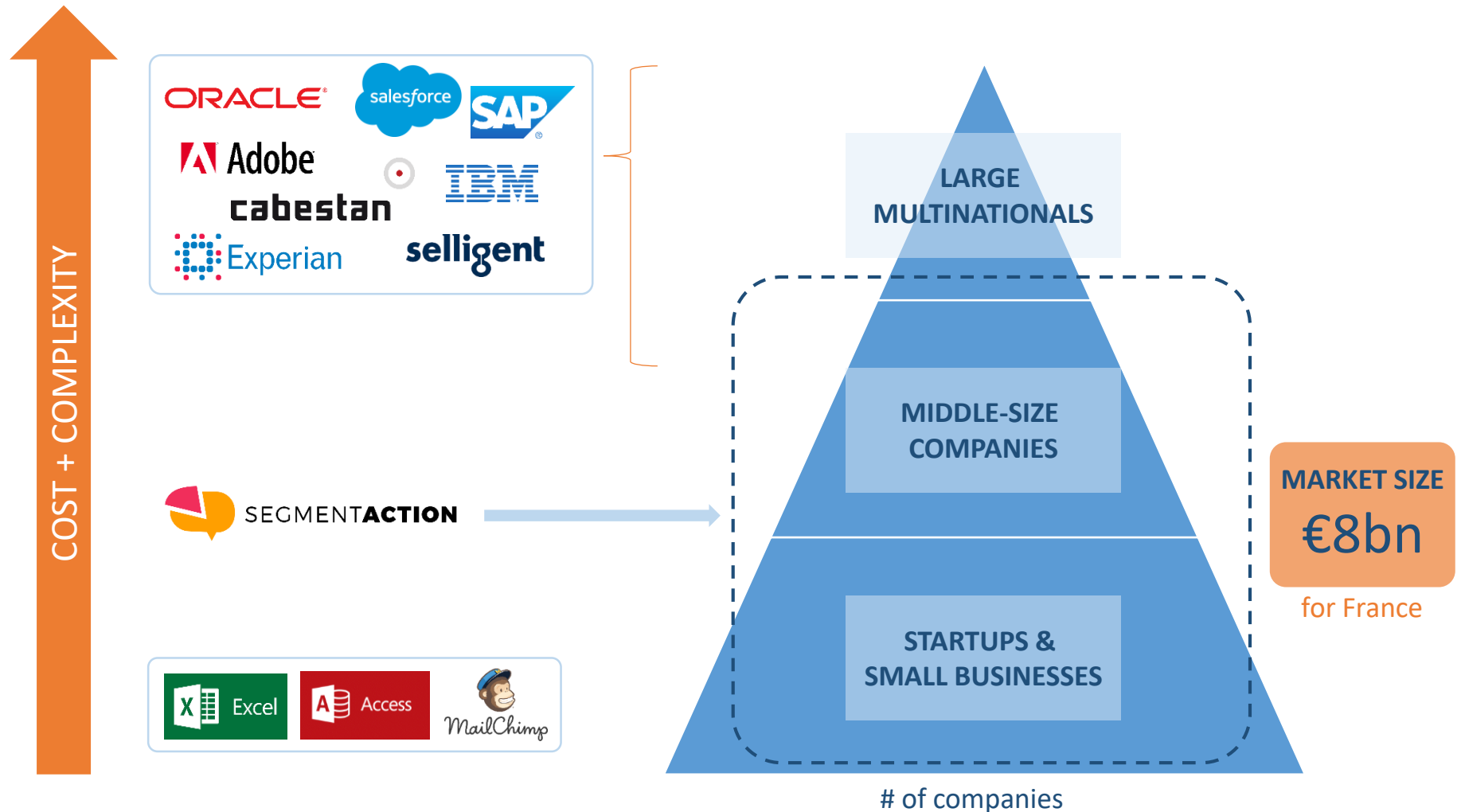
A transversal positioning within the marketing intelligence and CRM value chain

Global generalists
- ORACLE
- SAP
- IBM
- salesforce
- Adobe
- Microsoft

Data Warehousing
- TERADATA
- ORACLE MySQL
- IBM DB2
- Access

Extract Transform Load
- talend
- informatica
- sage

Business Intelligence / Data Mining
- kxen SAP
- IBM
- SAS

Big data collection
- OpenDataSoft
- Socrata
- ALKEMICS
- linkfluence

Data visualization
- Qlik
- tableau
- REPORT ONE
- Excel
- SAP
- IBM

Routers / e-mail automation
- MailChimp
- mailjet
- sendinblue
- SMART FOCUS
- CRITSEND

CRM data management platforms
- ExactTarget
- salesforce
- Experian
- Ysance
- makazi
- Probance Marketing automation gets personal

CRM marketing platforms
- neolane
- emarsys
- Adobe
- ACTITO
- mapp
- selligent
- SPLIO
- cabestan

Central cycle: SEGMENT ACTION
- BIG DATA INTEGRATION
- BIG DATA INTELLIGENCE
- REPORTING
- MARKETING

Our competitive advantage over closest industry peers

		Functions				Complexity	Flexibility	Price
		Embedded KPIs	Reporting	Predictive content	Integrated routing			
🇺🇸	Adobe neolane	◆	◆	◆	◆	■■■■	■■	$$$$
🇺🇸	salesforce ExactTarget			◆	◆	■■■	■■	$$$
🇺🇸	selligent			◆	◆	■■■	■■	$$$
🇫🇷	cabestan				◆	■■	■	$$
🇫🇷	makazi	◆	◆	◆		■■	■■	$$
🇫🇷	Probance Marketing automation gets personal			◆	◆	■■	■■	$$
🇫🇷	mailjet				◆	■■	■	$
🇫🇷	SEGMENT**ACTION**	◆	◆	◆	◆	■	■■■■	$

Our commercial offers

	STANDARD	EXPERT	ADVANCED	PRO
Target	SMEs	SMEs	Middle Market	Large corporates
Pricing (from)	490€ / month	990€ / month	1 950€ / month	TBD
Environment	Standard	Standard	Advanced	Custom
Clients (up to)	50 000	100 000	500 000	-
Emails / month	200K	400K	2M	
DataMart update	Manual	Automatic	Automatic	Automatic
Features				
Live customer KPIs	✓	✓		
Live customer campaigns	✓	✓		
Data enhancement	✓	✓	✓	✓
Data visualization	✓	✓	✓	✓
Marketing campaigns	✓	✓	✓	
Content personalization	✓	✓	✓	
Product recommendation		✓	✓	
Campaign trigger		✓	✓	
Campaign scenarios			✓	
Automatic dynamic targeting			✓	
Big data management system				✓

STRATEGIC SHIFT

We are now fully-equipped for a wide deployment

2002
Company creation

2004
Focus on web analytics

2007
Focus on e-Marketing

2012
Campaign automation added

2014
Big data migration to 64 bits

2016
Transformation to SaaS (.NET migration)

CONSULTING

SOFTWARE

10+ YEAR R&D

2003
Data management system patented

2005
Focus on datamining intelligence

2008
Client server migration

2011
Pivot to software

2013
HTML predictive - personalization added

2016
100% standardized offer

A complementary team

Laurent de La Mettrie
Founder & CEO

Fully developed database engine
Patented 3D architecture
20+ year industry experience
Aeronautical Engineer (ESTACA)
PhD in Statistics (Paris Dauphine)

Christophe Demange
CTO

Focus on client infrastructure
Predictive algorithm development
10+ years with Segmentaction
PhD in Statistics (Sorbonne)

Amine Harkat
Full stack developer

Focus on server stability
Customer support
4+ years with Segmentaction
Electrical Engineer (Paris Sud)

Julien Lefort
VP Business development

In charge of commercial strategy
Worked for several startups
20+ years of experience in sales
Economics degree (ISG)

With experienced advisors

Loic Fleury
Entrepreneur & business angel
Digital marketing specialist (20+ years)
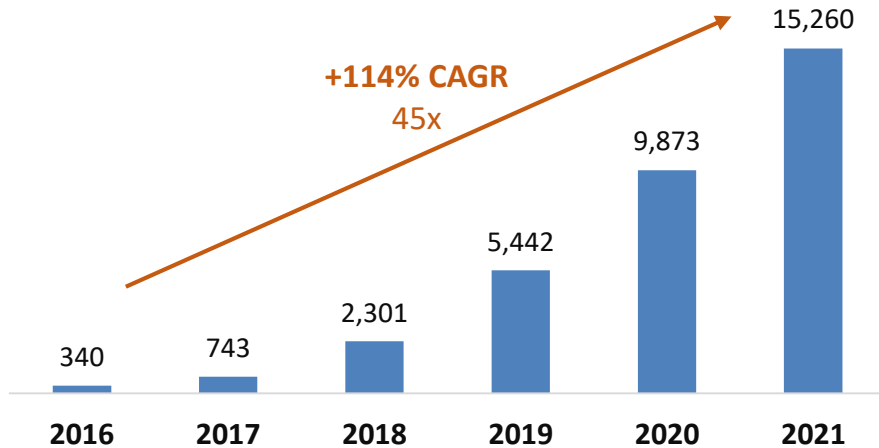
Aymar de La Mettrie
Head of R&D at a startup
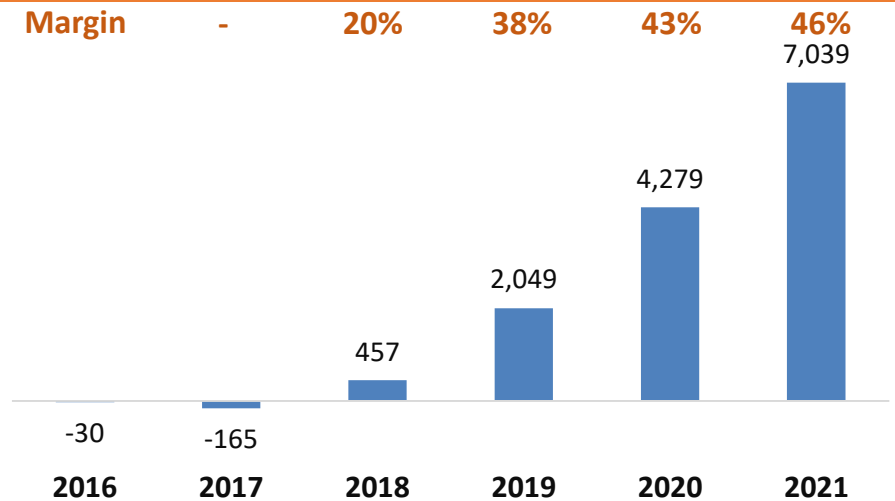Innovation specialist (15+ years)

Cyril Chapulut
Investment banker
M&A specialist (12+ years)

Our business plan for the next 5 years

Revenue (K€)

+114% CAGR
45x

	2016	2017	2018	2019	2020	2021
	340	743	2,301	5,442	9,873	15,260

EBITDA (K€)

Margin	-	20%	38%	43%	46%

	2016	2017	2018	2019	2020	2021
	-30	-165	457	2,049	4,279	7,039

of clients

	2016	2017	2018	2019	2020	2021
	5	15	57	145	275	431

of employees

	2016	2017	2018	2019	2020	2021
	3	16	33	66	111	162
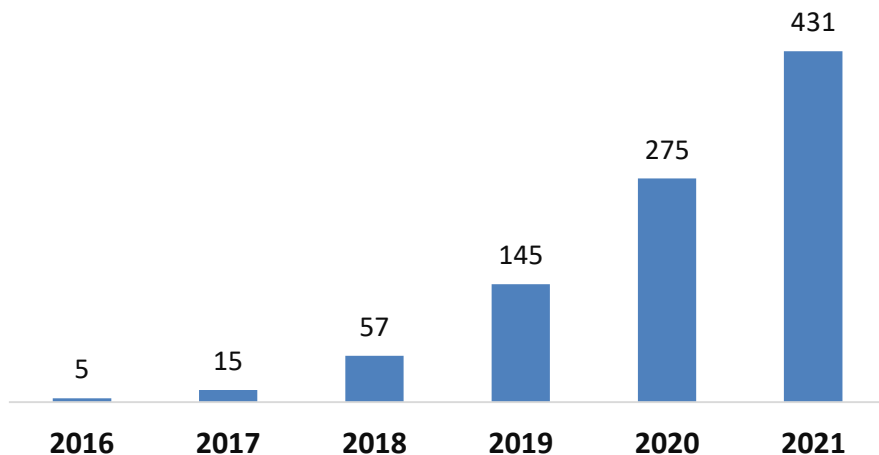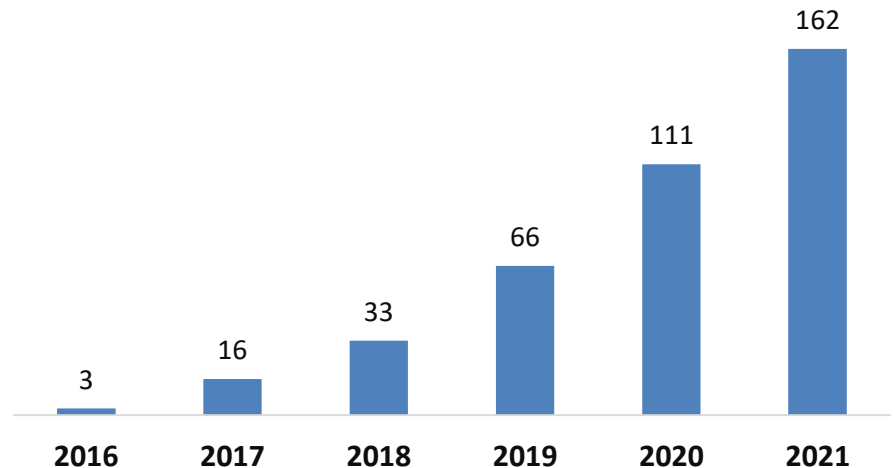
Our roadmap for the next 18 months

R&D	Sales & Marketing
• Hire of UX/UI developer • Develop web client • Develop API infrastructure • Enhance print canal towards direct mailing • Develop further embedded predictive datamining algorithms • Increase channels to MMS, RSS feed, social, web display	• SEO / SEM • Enhance brand identity • Hire of sales / business development managers • Inbound marketing • Launch of consulting services

2017

2018

• Develop mobile client
• Industry-specific models
• Develop standalone version

€450K estimated costs

€300K estimated costs

SEGMENTACTION

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