

Press Release
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KEYRUS
insight into value

Meetic increases the engagement of its members on mobile thanks to Accengage and Keyrus.

Levallois-Perret, 17 December 2015 – **Keyrus**, an international player in the fields of Data Intelligence (Business Intelligence, Big Data Analytics), Digital, and Consulting on the Management and Transformation of enterprises, and **Accengage**, European leader in Mobile Engagement technologies, announce the implementation, for **Meetic Group**, of a CRM-integrated mobile push platform, intended to generate interactivity and to provide a 360° vision of customer behavior.

Interactive mobile services to strengthen customer engagement

One of the issues related to mobility is to strengthen customer engagement, and this can be done using the system of push notifications, which sends mobile application users messages and alerts encouraging them to return to the application.

Meetic Group, the number 1 dating service in Europe, sends more than a million push notifications to its members each day. With strong growth in volumes, **Meetic** wished to optimize its system by making it interactive and obtaining a fine-tuned tracking of activity. To achieve these goals, **Meetic** chose **Accengage**'s solution integrated by **Keyrus**.

Thanks to the solution implemented, **Meetic** obtains essential information with which to adapt its multi-channel strategy. *"We were able to check that too high a level of marketing pressure led to a drop in click rates, and we have been able to readjust our targeting accordingly"* explains **Cynthia Ramirez**, Multi-Channel Manager in the CRM Department of **Meetic Group**. Analyzing customer engagement has also highlighted the positive impact of promotional communications, provided that the benefit to the customer is clearly put forward.

A well thought-out strategy of integration with Adobe Campaign

In order to take full advantage of the **Accengage** platform's capabilities, **Meetic** wished to integrate it into its marketing automation system, Adobe Campaign. Achieving this meant putting in place a high level of integration making it possible to obtain a 360° vision of the customer.

Keyrus's expertise in the field of CRM made it possible to achieve this integration in 6 weeks, which was the time frame laid down by **Meetic** for this project. "*Keyrus brought us its technical expertise and added value in the implementation of the connector, whilst at the same time adhering to the standards of the two solutions in SaaS mode, states **Cyril Lauwereins**, Head of CRM IT at **Meetic Group**. **Keyrus** is now helping us to implement the synchronization of the **Accengage** reporting data with our tools.*"

Today, when business users at **Meetic** activate **Accengage's** platform for sending push notifications, they do so in a transparent manner. Thanks to the customization of the forms created by **Keyrus**, they create their mobile campaigns directly within the Adobe Campaign software and retrieve, for each member, all the interactions generated by these push notifications.

This perfect integration of the channels facilitates the construction of multi-channel campaigns by making use of the complementarity of the e-mail and push notifications.

"Meetic sought to take advantage of all the innovations and particularities of Mobile CRM with Accengage, whilst at the same time centralizing its management of the campaigns in its existing tool, Adobe Campaign. That allows them to benefit from the numerous formats of the mobile channel (push notifications including images (Android), push notification AlertBox (Android), in-app messages, inbox message center...) as well as data on mobile behavior to activate real-time triggers... and tomorrow, real-time geomarketing functionalities" declares Jérôme Stioui, President and CEO of Accengage.

According to **Jean-François Nawawi**, Digital Customer & Commerce Director at **Keyrus** "*Meetic is a benchmark in multi-channel communication and we are proud to have been chosen to implement this strategic project.*" "*Through the expertise of our teams, we were able to honor our commitments in terms of the time frame and compliance with technological standards, adds **Remy Barbillon**, CRM Manager at **Keyrus**. Our partnership with **Accengage** enables us to offer clients equipped with Adobe Campaign the best solution for broadcasting push notification and in-app messaging campaigns*".

ABOUT KEYRUS

Keyrus, creator of value in the era of Data and Digital

An international player in consulting and technologies and a specialist in Data and Digital, **Keyrus** is dedicated to helping enterprises take advantage of the Data and Digital paradigm to enhance their performance, facilitating and accelerating their transformation, and generating new drivers of growth, competitiveness, and sustainability.

Placing innovation at the heart of its strategy, **Keyrus** is developing a value proposition that is unique in the market and centred around an innovative offering founded upon a combination of three major and convergent areas of expertise:

- **Data Intelligence**

Big Data Analytics – Business Intelligence – Information Management – EPM

- **Digital Experience**

Digital Strategy & Performance – Customer Intelligence / CRM – Digital Commerce

- **Management & Transformation Consulting**

Digital strategy & Innovation – Digital Transformation – Performance Management – Project Support

Present in 15 countries on 4 continents, the **Keyrus** Group has over 2300 employees.

Keyrus is quoted in compartment C of the Eurolist of Euronext Paris

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Further information at: www.keyrus.fr

ABOUT ACCENGAGE

Accengage is the European leader in Push Notification and Mobile CRM technology for mobile apps and websites.

Available as a SaaS solution, **Accengage** enables marketers to broadcast targeted, personalized and automated messages to their mobile users. **Accengage** proposes numerous mobile relationship marketing formats (push notifications, rich push, AlertBox, banners, interstitials, inbox...) and advanced segmentation capabilities (declarative data, mobile behavior, CRM interconnections, geofencing, beacon...).

With offices in Paris, London, Dubai and Tokyo, **Accengage** is the Mobile CRM solution chosen by more than 300 advertisers (Zalando, Disney, Rocket Internet, Nestlé, Century 21, AirFrance KLM, Price Minister Rakuten, Europcar, Orange Libon, Vente Privée, Carrefour, Lazada, BNP Paribas, Zalora, Danone, Club Med, Hostelworld...).

Operating in 70 different countries and across the 5 continents, **Accengage** is the European Leader in Mobile Engagement technologies with more than 1 billion relational messages broadcast each month to 300 million mobile users.

Further information at: www.accengage.com

ABOUT MEETIC

Created in 2001, **Meetic** is the number 1 dating service for single people (TNS 2014). The only dating brand to offer so many quality services, accessible on all technologies – connected watches, mobile, tablet, website - **Meetic** is also the number 1 organizer of events In Real Life. Combining technological innovation capabilities, effectiveness and the best customer service, **Meetic** is the benchmark in dating services and gives dating an edge. Today, 1 French person in 5 knows a **Meetic** couple (IPSOS).

The **Meetic** group, present in 15 European countries, is part of the American group IAC, one of the main global leaders in the internet market. For more information go to www.meetic.fr

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