



Splio and D-AIM merge, ushering marketers into the Individuation Marketing® era

The merger creates a visionary group in the Martech sector, ready to transform customer marketing with a SaaS platform that is unrivaled on the market

- Over **250 employees and 9 offices** in Europe, North America, MENA and China
- A client portfolio of more than **500 brands, ranging from medium-sized companies to large groups in 5 key industries** (retail & e-commerce, banking & insurance, foodservice, telecom, and media)
- A single vision: To help brands radically transform their customer marketing by adopting **individuation marketing®** to gain a significant competitive edge
- **A €10 million fundraising round** so that the newly created group can accelerate right away

Paris, October 27, 2021 - The General Meetings of Splio and D-AIM have just voted to merge the two companies. The two French software publishers are pooling their know-how, expertise, and resources to make a significant shift towards the customer marketing of tomorrow. **Stéphane Amarsy has been named Co-Chair of the Board, and Mireille Messine has been appointed CEO of the new entity**, with the common goal of growing turnover seven-fold by 2025 with value-creating, respectful, responsible marketing.

Individuation Marketing® is the mantra of the newly created group. A common vision on the growing importance of artificial intelligence and data as an essential element of marketing, has led the two CEOs to merge their two companies. **The result of this merger is a new SaaS platform that covers the entire value chain of relationship marketing:** from data structuring to marketing activation, including enhanced customer knowledge and, of course, Individuation Marketing® engines boosted with artificial intelligence.

Stéphane Amarsy has made a major strategic shift over the past three years to transform his company, renamed D-AIM in 2020, into a pioneering Individuation Marketing® software company. This platform, which empowers data mining through AI, makes the most relevant marketing decisions for each customer. Artificial intelligence has become essential to address each of them in a unique way.

"More than just a human-level partnership with shared values, the merger with Splio empowers our customers with considerable operational possibilities. Differentiated Loyalty and Engagement programs allow us to consider the uniqueness of each customer and manage a holistic relationship with them. Individuation marketing is a unique value proposition that is greatly enhanced with Splio!", **Stéphane Amarsy, Chairman of the Board of Splio + D-AIM.**

Mireille Messine has lived several lives before taking the reins of this new group, which will unveil its name in the coming weeks. From her years as Customer Marketing Director at Sephora, Printemps and Go Sport, to name just a few, she has brought her desire to make the most of customer knowledge to personalize customer relations and achieve objectives.

"Customer marketing has reached saturation, with brands investing more and more for less ROI each year. We need to get back to basics, let marketers focus on the customer and their core business,

*while the AI takes care of the repetitive tasks and detects opportunities," says **Mireille Messine, CEO of Splio + D-AIM.** "My role today is to make sure that all marketers, even without data scientists at their disposal, will still have access to data intelligence and to make Individuation Marketing® a growth lever for all brands." »*

This platform will return marketing teams to their central role of branding strategy and creating high-value content for their clients, while artificial intelligence will focus on automating tasks that humans can no longer handle when addressing hundreds of thousands or even millions of consumers individually. The implementation of large-scale Individuation Marketing® projects will transform marketing departments from cost centers into revenue-generating champions.

The investment funds that have already financed each of the companies have reaffirmed their commitment and confidence by participating in this €10 million round for the newly created group. Ring Capital, Sofiouest, Alliance Entrepreneurs, Omnes Capital and Swen Capital are all committed to supporting their scale-ups in their growth. The main objectives of this new round of financing will be to strengthen the technical, R&D and Sales & Marketing teams and to accelerate outreach to new international markets.

*"The merger between D-AIM and Splio is in line with our investment strategy: To promote build-up and position our holdings as market consolidators, as is the case here with Splio, by adding strong data and AI expertise and opening up new verticals. This merger makes even more sense for Ring Capital as both companies share the same vision and commitments on impact issues," says **Marie-Capucine Lemétais, partner at Ring Capital.***

Patrice Hutin, Chief Operating Officer at Sofiouest, adds: *"With this deal, D-Aim and Splio mutually reinforce their presence in the individuation marketing value chain. It is very exciting to be part of the creation of a European champion led by a duo of exceptional leaders who are such a great fit for one another. Exciting times ahead!" »*

About Splio

Splio is a loyalty marketing platform that enables brands to recruit, retain and sustainably engage their customers across all channels. On a single platform, Splio consolidates all marketing activation needs, allowing retail, e-commerce and foodservice brands to build a lasting relationship with each of their customers.

More than 400 brands across Europe and China use Splio daily, including Longchamp, La Grande Récré, Bazarchic, Cojean, Fnac, Balzac Paris, Minelli, Le Slip Français, Bricorama, Rue du Commerce and GiFi.

About D-AIM

D-AIM supports its clients in the adoption of Individualized Marketing®. By entrusting AI with the responsibility of identifying the best communication opportunities with each individual customer, D-AIM enables brands to dedicate a virtual marketer to each of them.

This solution, which addresses the growing need for more ethical and empathetic customer marketing, is being deployed by major players in the retail, media, telecom and banking-insurance sectors.

D-AIM is present in Europe, North America, Africa and the Middle East.

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