



## Neolane At a Glance

- Global, venture-funded provider of conversational marketing technology with offices across Asia Pacific, Europe, and North America
  - More than 400 enterprise-class B2C and B2B customers including divisions of 47 of the Fortune Global 500
  - Reported \$58 million in revenues in 2012; 40% consolidated year over year growth
  - Consistently recognized by leading analyst firms including Forrester and Gartner
  - Named #64 on FORBES list of America's Most Promising Companies in 2013

### Company Profile

Neolane ([www.neolane.com](http://www.neolane.com)) provides the only conversational marketing technology that empowers organizations to build and sustain one-to-one lifetime dialogues, dramatically increasing revenue and marketing efficiency. Born digital, with best-in-class email and inbound-outbound channel fusion capabilities architected into a single code-based platform, marketers achieve results in record time. Neolane's cloud-based technology that marketers can operate independent of IT is easy to use for both power and casual users, but powerful enough to drive the most sophisticated marketing strategies. Future proof, Neolane has a track record of enabling its customers to adapt to new customer engagement challenges and exploit opportunities more quickly than their competition.

### Technology Overview

Neolane's integrated cloud marketing platform encompasses all the essentials B2C and B2B marketers need to plan, create, execute, and measure cross-channel marketing strategies, including digital campaigns, social monetization, SoLoMo actions, and customer experience journeys. Applications in the platform include:

- **Neolane Campaign** – Cross-channel campaign management solution for engaging customers and prospects in one-to-one lifetime dialogues across traditional and emerging channels.
- **Neolane Social Marketing** – Social marketing solution for engaging fans and followers in one-to-one dialogues, turning them into addressable, opted-in prospects and profitable customers within social media including Facebook and Twitter.
- **Neolane Interaction** – Real-time offer recommendation solution for delivering personalized, one-to-one messages and offers seamlessly across inbound and outbound channels.
- **Neolane Mobile App** – Integrates brands' app as a new channel within the Neolane platform and allows marketing organizations to send push notifications and manage in-app messages.
- **Neolane Marketing Analytics** – Helps to extract knowledge from Big Data, simplifies targeting activities, allows a campaign to be 'fine-tuned' in real time, and provides easy to use marketing performance reports.

### Customers

Neolane works with enterprise-class B2C and B2B organizations, including divisions of 47 of the Fortune Global 500. Its customer base consists of more than 400 of the world's leading companies such as Accor, Alcatel Lucent, AXA, barnesandnoble.com, Clarins, Club Med, The Danone Company, Dior U.S., EF Educational Tours, Grupo Posadas, LA Kings, Nestlé Nespresso, Photobox, Redcats, Sears Canada, Sephora Europe, Sophos, Transitions Optical, and Sony Music.

### Partners

Neolane partners with systems integrators and consulting services, marketing service providers and agencies, and complementary technology providers to ensure customer success. Partners include ACS Solutions, Acxiom, Adobe, Amberleaf, Arvato, Avaus, Business & Decision, Celerity, Cramer, Epsilon, KBM Group, Logica, Megalo&Company, Publicis Dialog, Quaero (a CSG company), Rapp, Return Path, Salesforce.com, SoaXperts, Soft Computing, Targetbase, The Annuitas Group, The Marketing Store Worldwide.

### Founded

Neolane was founded in France in 2001. The company has offices in Asia Pacific, France, United Kingdom, the Nordic regions (Copenhagen), and North America. The North American headquarters are based outside of Boston.

### Financial

Neolane is a privately held company. In January 2012, the company announced a \$27 million (USD) financing round. Battery Ventures led the round and was joined by initial Neolane investors Auriga Partners, XAnge, and Gilles Queru.

### Recent Analyst Recognition

- The Forrester Wave™: Cross-Channel Campaign Management, Q1 2012
- Gartner, Inc. 2012 Magic Quadrant for CRM Multichannel Campaign Management
- Gartner, Inc. 2012 Magic Quadrant for CRM Lead Management
- Gartner, Inc. 2012 Magic Quadrant for Integrated Marketing Management

### Employees

Neolane employs more than 300 people worldwide.

### Supervisory Board

Gilles Queru – Chairman  
Morad Elhafed – Director  
Philippe Granger – Director  
Nicolas Rose – Director  
Eric Schnadig – Director

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