



OUI.sncf chooses Weborama as a partner for its data management platform (DMP).

The leading French e-commerce player chooses the integrated Weborama solution to improve the performance of its marketing channels while optimizing its investments and customer knowledge.

Press release - Paris, May 27, 2019

Weborama (FR0010337444 – ALWEB – PEA PME), international player of Semantic Artificial Intelligence at the service of customer knowledge, segmentation, activation and measurement marketing has been chosen as the new partner of **OUI.sncf**, leader of the French e-commerce, for its platform of Data management.

The entire chain of OUI.sncf's digital interactions requires reliable and robust data management technologies. The collection of CRM and mobile data, the creation of segments by appetite score or the audience extension via look alike modules are some usage examples deployed. Weborama works and cooperates on these matters with very large French and international companies and has many years of experience, unique technological and human assets. This ability to scale up an ambitious data project has been very convincing for OUI.sncf regarding the integration of Weborama into its technology platform.

«The acceleration of our developments aiming to personalize our customer experience goes through the data and we are very happy to start this new collaboration with Weborama, a major player in terms of technology lying in the heart of FrenchTech. We as a data company confirm that Weborama was able to meet our expectations both in terms of technology and team support», comments Béatrice Tourvieille, the marketing director of OUI.sncf brands.

«It is a great pride for the Weborama group to be chosen and to accompany one of the most significant brands of e-commerce on the international level. We are very honored by the confidence of OUI.sncf which consolidates the position of Weborama as an international French player chosen by companies committed to the development of customer-centric marketing.» concludes Frédéric Olivennes, Managing Director of Weborama France.

Weborama is an international player of Semantic Artificial Intelligence that accompanies companies in the digital marketing transformation thanks to its technologies and its know-how in the scientific consumer knowledge. In a world of globalized marketing where the relationship between brands and their audiences is increasingly individualized, Weborama provides data-driven marketers with a personalized, efficient, non-intrusive and competitive data-driven data solution on a global scale.

Weborama's offering consists of several proprietary technologies, including a DMP (data management platform) powered by one of the most well-developed behavioral databases in the world (BigSea: 1.3 billion anonymized profiles, 220 qualification criteria). This database expands rapidly and it's based on a unique Data Science combining Automatic Language Processing and Machine Learning. Listed in Paris on Euronext GrowthTM, Weborama develops its expertise in 30 countries with the help of 250 people team. Weborama is a recognized research organization in France, a member of BPI France's Club Excellence that awarded Weborama with the "Innovative Company" label and is eligible for PEA-PME.

www.weborama.com

Press Contact:

WEBORAMA - Frédéric Olivennes – 01.53.19.20.92 – folivennes@weborama.com

CALYPTUS AGENCY - Sophie Levesque / Mathieu Calleux - 01.53.65.68.68 – weborama@calyptus.net