



Selco Builders Warehouse boosts customer engagement using Sidetrade's AI solution

Selco has selected Sidetrade's Predictive Marketing solution to develop more personalised communications with their customers.

PARIS, France – September 5th, 2017 – Sidetrade (Euronext Growth: ALBFR.PA), dedicated Artificial Intelligence customer engagement platform, announces Selco Builders Warehouse has selected Sidetrade's BrightTarget Predictive Marketing solution to continue its push into transforming the building industry with improved and more personalised customer engagement.

Olivier Novasque, CEO of Sidetrade Group, said: *"Businesses are looking to increase loyalty and customer profitability based on the delivery of continuous value to customers. Already equipped with CRM and mass marketing automation tools, CMOs are now willing to use AI platforms to connect internal and external data, to get predictive analytics with immediate actionable insights and support decision-making process. Nowadays, Artificial Intelligence is a critical prerequisite for accelerating business opportunities through data analysis and customer behaviour prediction. Sidetrade is very excited to be part of Selco's future success".*

Following the footsteps of the best consumer brands, Selco is using all its trading history and available data to tailor its customer offers to make them more relevant and improve their customer's experience. With so many customers, buying so many different products, via multiple channels, they needed Artificial Intelligence (AI) to help. Using Sidetrade's solution, they can now analyse all their data to learn what customers are likely to require and then satisfy this need more appropriately.

As an industry leader in this space, Selco expects to keep one step ahead of its competitors over the coming years as they expand their business across the UK. The BrightTarget Predictive Marketing solution will support its growth strategy of maximising its market opportunity and maintaining the highest levels of brand loyalty.

Carine Jessamine, Marketing Director of Selco, stated: *"Selco is in a great position as we lead the way in selling and promoting our products digitally. This means we have lots of data to help us and lots of ways we can offer the best, most relevant products to our customers at the right price. After using BrightTarget for several months, we can now predict what our customers may want in the future and align our offers accordingly to grow our business even faster".*

Glen Westlake, CEO of BrightTarget, a Sidetrade company, stated: *"It is great to be working with Selco who are very passionate and leading the way in an industry that traditionally has not embraced digital marketing fully. There is a huge opportunity to increase sales using AI to predict customer behaviour, especially in complex and large businesses like Selco. I am very excited to be part of this project".*

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In the event of a discrepancy between the French and English versions of this press release, only the French version should be deemed valid.

About Sidetrade (www.sidetrade.com)

Sidetrade (EURONEXT GROWTH: ALBFR.PA) is reshaping Customer Engagement by placing Artificial Intelligence at the service of Marketing, Sales and Finance teams to build sales and boost cash flow.

Sidetrade's technology harnesses Artificial Intelligence to unearth unexploited growth opportunities, build sales, improve retention, predict customer payment behavior and multiply cash-flow generation. More than 1,500 companies, of all sizes and sectors, in 80 countries, are already employing AI Sidetrade solutions for sustainable growth. Sidetrade enables a new level of collaboration between Marketing, Sales, Finance, and Customer Service teams to accurately evaluate, predict and increase customer performance and secure competitive advantage.

With its Sidetrade Payment Intelligence Solution (SPI), Sidetrade use predictive data science to take the guesswork out of the customer relationship.

The advanced use of machine learning and human collaboration is empowering businesses to proactively improve operational effectiveness by streamlining the processes related to sales prospecting, Credit Management and customer support.

To learn more, visit www.sidetrade.com and follow us on Twitter @sidetrade.