



Splio and D-AIM have merged to make marketers move to Individuation Marketing®

The merger gives birth to a visionary group in the Martech ecosystem, ready to transform customer marketing in depth with a unique SaaS platform unprecedented the market

- Over **250 employees and 9 offices** in Europe, North America, MENA et China
- A customer portfolio of over **500 brands, from midmarket companies to large corporations in 5 key industries** (retail & e-commerce, banking & insurance, restaurants, telecom, and media)
- A single vision: support brands in a radical transformation of their **customer marketing through the adoption of Individuation Marketing®**
- **A €10 million fundraising** for an immediate acceleration of the newly created group

Paris, October 27, 2021 – French software companies Splio and D-AIM have just voted the merger of the two companies. The two companies are combining their know-how, expertise, and resources to make a significant shift towards the future of customer marketing. **Stéphane Amarsy becomes Chairman of the Board and Mireille is appointed CEO of the new entity**, with the common ambition of multiplying turnover by seven by 2025 with a value-creating and sustainable 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 component of marketing has indeed 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, augmented customer knowledge and of course Individuation Marketing® engines, boosted with artificial intelligence.

Stéphane Amarsy has made a major strategic move over the past three years to transform his company, renamed D-AIM in 2020, into a pioneering software company in Individuation Marketing®. 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.

"Beyond a human encounter with shared values, the merger with Splio empowers our customers with considerable operational possibilities! Differentiated loyalty and engagement programs enable the possibility to consider the uniqueness of each consumer and manage a holistic relationship with each one of them. Individuation Marketing is a unique value proposal that is greatly enriched with Splio!", Stéphane Amarsy, Chairman of the Board of Splio + D-AIM.

Mireille Messine 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 mention just a few, she retains only the desire to take the most of customer knowledge to personalize the customer relationship and achieve objectives.

"Customer marketing has reached saturation, with brands investing more and more for less and less ROI every year. We need to go back to basics, let marketers focus on the customer and on their core business, while AI takes care of repetitive tasks and detects opportunities" declares Mireille Messine, CEO of Splio + D-AIM. "My role today is to make sure that all marketers have access to data intelligence and make Individuation Marketing® a growth lever for all brands."

This platform will give back to marketing teams their central role of branding strategy and creating high-value content for their clients, while artificial intelligence focuses on automating the tasks that humans can no longer handle when addressing hundreds of thousands or even millions of consumers. The implementation of large-scale Individuation Marketing® projects will transform marketing departments, often seen as a center of costs, into true champions of revenue creation.

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

"The merger between D-AIM and Splio is in line with our investment strategy: to encourage build-up and position our investments as market consolidators, as in this case with Splio, by adding strong data and AI expertise and by 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," said Marie-Capucine Lemétais, partner at Ring.

Patrice Hutin, Managing Director at Sofiouest adds: *"With this transaction, D-Aim and Splio mutually reinforce their presence in the marketing individuation® value chain. It is very exciting to participate in the creation of a European champion led by a duo of exceptional and extremely complementary leaders. A great adventure ahead!"*

About Splio

Splio is a New Loyalty Marketing Platform that consolidates in one single platform all the marketing activation needs of retailers, pure-players and food industry brands to acquire, retain and engage customers on a long-term relationship on all channels.

Over 400 brands in Europe and China are using Splio every day, including Longchamp, La Grande Récré, Bazarchic, Bchef, Fnac, Balzac Paris, Minelli, Le Slip Français, Bricorama, Rue du Commerce et 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 for every customer journey.

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

D-AIM is present in Europe, North America, and MENA.

Press contact

Clémence Rebours – c.rebours@nouvelles-graines.com