

BrightTarget, a Sidetrade company, named a “Strong Performer” by Independent Research Firm for Predictive Marketing Analytics for B2B Marketers

PARIS, France – 19 July 2017 – BrightTarget, a Sidetrade company (Euronext Growth: ALBFR.PA), dedicated Artificial Intelligence Customer Engagement Platform, has been named as a “strong performer” in The Forrester Wave™: Predictive Marketing Analytics For B2B Marketers, Q2 2017.

Olivier Novasque, CEO of Sidetrade, says:

“The Forrester report findings can be considered as a validation of Sidetrade’s continued upward trajectory, reinforcing the strength of the Group on the customer lifetime cycle after the recent acquisition of BrightTarget. The Sidetrade Group has established itself as a significant player in the artificial intelligence field, a technology that already demonstrated concrete ROI within the companies that have embraced it. The future is looking very positive, for Sidetrade and for the landscape as a whole.”

“Straightforward, elegant UI and services that help customers focus on optimum segments and use cases” - The Forrester Wave™: Predictive Marketing Analytics For B2B Marketers, Q2 2017

Predictive Analytics is an emerging Artificial Intelligence technology helping businesses uncover new prospects, better qualify and prioritize leads, improve conversion rates in a measurable and significant manner, increase Customers’ Upsell & Cross-Sell and reduce Churn rate by aligning sales and marketing goals.

Published on the 14th of June, “The Forrester Wave™: Predictive Marketing Analytics For B2B Marketers, Q2 2017” evaluates the 11 most significant Predictive Marketing Analytics providers (PMA) against 28 criteria, to help B2B marketers and sales choose the best solution for their requirements.

The Forrester report recognizes that *“early PMA adopters are seeing their efforts turn into real, measurable results”*. *“Improved ability to identify new ready-to-buy prospects, enhance segmentation precision, and better prioritise sales-ready leads are among the efficiency enhancements that marketing and sales teams experience after deploying Predictive Analytics”*, notes the report.

According to the report, *“BrightTarget predicts not only who will convert and when but also who will deliver the most lifetime value”*, Sidetrade’s BrightTarget solution has been cited in the Forrester report for its ability to *“help business executives and marketers calculate their customer base’s current value”* and *“[determine] which steps to take with customers or prospects to maximize business equity.”*

“Drive sustainable business growth through marketing and sales efficiency” - The Forrester Wave™: Predictive Marketing Analytics For B2B Marketers, Q2 2017

Artificial Intelligence now allows Marketing and Sales Departments to collaborate in order to drive profit and revenue with a better understanding of customers’ needs thanks to a data-driven customer engagement strategy.

The report’s profile of Sidetrade’s BrightTarget solution concludes that: *“B2B marketers wanting to drive sustainable business growth through marketing and sales efficiency - especially those in Europe - should take a look at BrightTarget to help drive revenue across the entire customer life cycle”*.

Glen Westlake, CEO of BrightTarget, a Sidetrade company, states:

“We are very proud of our ranking in this report, which, in our opinion, clearly validates our ability to drive revenue across the entire customer lifecycle. We have proved ourselves significant players in the future of Artificial Intelligence and predictive analytics, particularly within Europe. Our mission was always to revolutionise the way businesses gain insight from their data, translating raw data into simple, actionable insight. We’re excited to help even more B2B organisations capitalise on predictive as the market matures.”

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In case 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 the most compelling A.I. Software Company shaping the future of Customer Engagement and empowering Marketing, Sales and Finance people to grow sales and accelerate cash.

Seamlessly integrated with existing CRM and ERP, Sidetrade leverages Artificial Intelligence to disclose untapped new business opportunities, increase upsell, reduce churn, predict customer payments and accelerate cash flow



generation. Over 1,500 companies, of all sizes and sectors, in 80 countries, employ AI Sidetrade solutions for sustainable growth. For more information, visit www.sidetrade.com and follow us on Twitter @Sidetrade.