



PRESS RELEASE

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LE GROUPE LA POSTE LAUNCHES ITS DMP WITH STARCOM MEDIAVEST GROUP AND WEBORAMA

Working in conjunction with its media and consulting agency Starcom MediaVest Group (SMG), Le Groupe La Poste has launched a unique Data & Media ecosystem called "Trade Postal". Developed using Weborama's Data Management Platform¹ (DMP) technology, Trade Postal allows Le Groupe La Poste to optimize media buying, better understand its target audiences, maximise synergies within the Group and take advantage of all the collaboration opportunities offered by programmatic advertising.

A RICH DATA AND MEDIA ECOSYSTEM REQUIRING STRUCTURE

As the adoption of digital media gathers speed, Le Groupe La Poste is focusing its marketing strategy on an integrated approach that cuts across all its business units and capitalises on all activated points of contact, as sources of first-party data.

The Group has the necessary resources for use in structuring its own data and media ecosystem:

- The variety of services that it provides and the footfall in post office branches
- The extent of its digital assets (11.5 million unique visitors per month for laposte.fr and 14 million for labanquepostale.fr)
- Its investment capacity (with over a billion advertising impressions that can be traded programmatically)
- Its media and technology partners.

With Trade Postal, it will be able to gather, segment and activate all of this data, completely independently.

¹ **Data Management Platform** : A technology platform for processing and managing anonymous data used for advertising targeting, such as socio-demographic profiles, areas of interest and purchasing intentions. This data may come from advertisers/publishers (as first/second-party data) or from suppliers (third-party data). Source : IAB France

BENEFITS OF TRADE POSTAL

Implementing a DMP offers plenty of advantages for La Poste:

- **Relevance:** more precise behavioural targeting, messages tailored to different audience segments and dynamic selection of the source entity, for advertising that meets consumer expectations.
- **Effectiveness:** limiting exposure to advertising in order to respect the internet user's comfort while directly improving the ROI of media investments.
- **Protection:** unified tracking, secure deals and a proprietary system guarantee a secure ecosystem for Le Groupe La Poste and partners data, which respects e-privacy and complies with current legislation.

Nathalie Collin, Deputy CEO Digital Business and Communication for Le Groupe La Poste, explains, "The digitisation of our data represents a tremendous source of customer and prospect insight that we have every reason to exploit. The nature of the Group's business and the extent of the traffic in its branches and on its digital assets, mean that it has the mass and the relevance to structure its own ecosystem. This is achieved both by working with our media partners and with existing players, but also by capitalising on our digital assets, our own services and our investment capacity, significant sources of proprietary data. Following completion of a partner selection process that was initiated in mid-February, we are pleased today to be able to announce the launch of our data and media ecosystem, Trade Postal."

Anne-Sophie Cruque, CEO France at Starcom MediaVest Group: "Right from the outset, we worked on designing Trade Postal in collaboration with staff from Le Groupe La Poste. We are proud to see today the launch of this project, which reflects the dynamism of Le Groupe La Poste in harnessing the marketing revolution, and its maturity with regard to the business potential of data. This partnership draws on our centre of excellence with regard to Data to illustrate our know-how and expertise in assisting our advertising partners in the transformation of ecosystems for consumer engagement."

Alain Levy, CEO of Weborama, declares: "We are proud to be contributing to the digital transformation of Le Groupe La Poste. As a company founded in France, we have a good understanding of the context and challenges faced by national advertisers. In choosing Weborama Audience Manager, Le Groupe La Poste has selected a DMP that will benefit the Trade Postal project, rather than the other way around. Weborama is also a partner that will work with Le Groupe La Poste on its digital strategy and on creating its data assets."

About Le Groupe La Poste:

A French public limited company in full public ownership since 1 March 2010, Le Groupe La Poste has a novel organisational structure incorporating five Business Units: Letter and Parcel Services, La Banque Postale postal bank, La Poste Branch Network, GeoPost and Digital. The Group has a presence in over 40 countries on four continents. The 17,000 La Poste outlets, France's largest local sales network, deal with 1.7 million customers every day. La Poste delivers 25 billion items (letters, printed advertising matter and parcels) a year throughout the world, six days a week. In 2013, Le Groupe La Poste generated revenue of EUR 22.08 billion – with 17% coming from international business – and employed over 266,000 staff. The goal of the Group's strategic plan, "La Poste 2020: Conquering the future," is to increase the pace of growth of its five Business Units and advance into new regions. For La Poste, trust and the human element are vital to its relationship with customers. Drawing on its integrated networks and their everyday availability to all from any location, it works with its customers to simplify their future.

About Starcom MediaVest Group:

Starcom MediaVest, a Publicis company, is breathing new life into media consultancy with a vision that fully integrates the combined expertise of its 162 staff.

As the most digital and diversified media agency in the market according to RECMA, it can build brand experiences that resonate fully with new consumer behaviours. SMG provides daily proof of its agility in identifying and effectively addressing new market challenges for well-known customers such as APEC, Assurance Maladie, Blackberry, The Coca-Cola Company, Europcar, Heineken, Honda, Groupe La Poste, Mars, McCormick, Novartis, Procter&Gamble, Samsung, Turner, Warner Bros, Lidl and more.

About Weborama

Weborama has been innovating in the Data field since 1998. Using NLP (Natural Language Processing) and semantic analysis, the company builds taxonomies, profile databases and technological tools that make it possible to better manage digital content and thereby optimize digital marketing campaigns.

With 440 million profiles, and operating in 10 European countries, **Weborama** is the leading European data company.

Over 300 advertisers, publishers and agencies have placed their trust in Weborama, including La Redoute, Axa, NextRégie, Les Échos Médias, Mediacom, amongst others.

Weborama has been listed on Alternext since June 2006 (ALWEB). Its turnover continues to increase, reaching €23.9 million in 2014.

www.weborama.com

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