



INTELLIGENT MARKETING SOLUTIONS

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## HIGHCO BOOSTS ITS DEVELOPMENT IN DATA MARKETING

These days, consumers have increasingly high standards and are ever more agile. So their relationship with brands and chains must be constantly reinvented.

Convinced of the importance of bringing each consumer a personalised offer, HighCo, with its subsidiary CapitalData, began deploying in 2016 an offer for data-based, multi-channel and multi-media one-to-one web-to-store activation. Knowing personalised data can optimise the relevance and effectiveness of ad campaigns while facilitating sales analysis.

Building on this, HighCo today announces that it is expanding its data marketing businesses with the acquisition of a database containing nearly 9 million loyalty cards and associated transactions from major food retail chains.

This data will enrich CapitalData's Data Management Platform (DMP) in compliance with data protection rules and power its recommendation algorithms for multi-channel and multi-media one-to-one campaigns. With this database HighCo can accelerate the roll-out of its web-to-store offer aimed at brands to generate traffic and in-store sales in keeping with its initial campaigns, which have been successfully implemented since 2016.

Cécile Collina-Hue, Chairman of the Management Board, stated, *"Offering our advertising clients one-to-one activation campaigns, where we can concretely measure the sales impact and performance using data, is a real opportunity in our strategy to develop data marketing."*

### About HighCo

*Since its creation, HighCo has placed innovation at the heart of its values, offering its clients – brands and retailers – Intelligent Marketing Solutions to influence shopper behaviour with the right deal, in the right place, at the right time and on the right channel. Listed in compartment C of Euronext Paris, and eligible for the "long only" DSS, HighCo has more than 700 employees and since 2010 has been included in the Gaia Index, a selection of 70 responsible Small and Mid Caps.*

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HighCo is a component stock of the indices CAC® Small (CACXS), CAC® Mid&Small (CACMS) and CAC® All-Tradable (CACT).

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For further financial information and press releases, go to [www.highco.com](http://www.highco.com)

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