PRESS RELEASE

Roularta Media Group chooses Selligent and its behavioral targeting module for the further development of its digital marketing and (Big) Data strategy.

Roularta is extending its expertise as a pioneer of subscription and data driven marketing with Big Data, and develops new opportunities for advertisers.

The rise of Big Data has truly changed the media sector and Roularta is responding with marketing innovation. From its history as a pioneer of subscription sales Roularta was an early adopter of efficient internal CRM tools and developed extensive expertise in direct and database marketing tactics.

Today's consumers read more and more media on digital and "connected" platforms. It is critical for media companies to gain in-depth knowledge of their usage patterns, interests, preferences, mobile habits, and sharing tendencies. The technical capability to collect such "big data" is fully developed, but the real challenge is translating the large volumes of available data into usable customer knowledge and concrete, down to earth actions.

Roularta chose Selligent as its partner to tune into their "Big Data" and help craft a digital strategy plan to leverage its unparalleled access to consumer behavior leverage the unparalleled access to consumer behavior made possible by Big Data technology. Roularta was seeking a turnkey production ready offering and not something "in development" or a collection of integrated systems. Selligent offered a comprehensive single solution to collect data, deploy omnichannel campaigns with email mobile and social components, create and manage automated life-cycles and track site visits and target based on browse behavior - all from a single platform.

Roularta Media Group was the first client to partner with Selligent on the development and launch of its latest innovative module: "Target." With this added capability Roularta can translate site behavior into usable data points. The platform creates user profiles for both anonymous and known visitors and aggregates all activity.

One of the strengths of the tool is the ease with which audience segments can be defined and monitored. The real time reporting is easy to interpret and the interface has simple guided workflows to create audiences and identify responsive actions. The result is precisely personalized content offers targeted to designated groups based on specific actions across sites, apps, and email.

Today, Roularta uses the tool to identify and analyse the behavior of audiences for general marketing, subscription acquisition and retention campaigns as well as optimized up-sell offers. Customers enjoy a heightened sense of personalization with content tailored to their taste and providing personalized offers.

Roularta is also developing a new suite of data driven opportunities for advertisers, enbaling enabling them to buy targeted segments for niche audiences based on the data collected and made available through Selligent Target.

Contact	Peter Thiers Business Specialist Data & CRM	Philippe Belpaire General director Roularta Media
Tel.:	32 51 26 61 78	+32 2 467 56 44
E-mail	peter.thiers@roularta.be	philippe.belpaire@roularta.be
Website	www.roularta.be	www.roulartamedia.be

Contact	Kevin Ayeni Account director digital Roularta Media
Tel.:	+32 2 467 57 02
E-mail	kevin.ayeni@roularta.be
Website	www.roulartamedia.be