

*Ref: Fresh Relevance/2017/Press releases/300 customers
For review: 28th April 2017*

**Fresh Relevance Real-Time Marketing Hub Now Relied Upon
by More than 300 Online Retailers**

Rapid Growth Sees Customer Base Expand by a Third Since 2016

SOUTHAMPTON & LONDON, ** MAY 2017 – [Fresh Relevance](#), the marketing hub for online retailers, today announced that it has expanded its customer base by more than a third in the past 12 months. Today, over 300 brands are using this feature-rich real-time marketing hub to improve customer engagement and maximise online sales.

Brands in the UK using Fresh Relevance include Homebase, M&M Direct, Emma Bridgewater, Thorntons, Cottages.com, Unwins and White Stuff. As a result of this impressive growth, Fresh Relevance has expanded its operations at its head-office in Southampton and sales-office in central London. In April 2017, it was announced that the company had received a £2.15m investment from Foresight and is embarking on a programme of rapid expansion across North America, with the opening of a new office in Boston.

CEO, Mike Austin explains why retailers are so attracted to the Fresh Relevance approach: “We give online retailers greater control over the performance of their ecommerce operations. Our platform makes it far simpler and quicker for them to control how relevant content is presented to customers both online and in emails, to improve customer engagement and drive sales.” Austin adds: “What’s more, we provide accurate monitoring to assess the impact these actions are having on the bottom line, making Fresh Relevance a truly accountable and compelling proposition.”

Another significant factor in the growth of Fresh Relevance, is the rate at which new and innovative new features are brought to market. Notable releases in the past 12 months have included the addition of Animated Countdown Timers, Social Proof (Facebook, Instagram and Pinterest integration) and weather tools to its range of real-time SmartBlocks, as well as its new Price Drop Emails, Segment Builder and Split Testing features.

About Fresh Relevance

Fresh Relevance is the marketing hub for online retailers. We increase sales with personalised customer experiences and real-time marketing tactics across email, mobile and web. Our marketing hub unifies siloed systems without the need for an integration project. We deliver full control of real-

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time marketing tactics such as triggered emails and cross-channel personalisation. Organisations using Fresh Relevance include: Homebase, M&M Direct, Emma Bridgewater, Thorntons, Cottages.com and White Stuff.

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