

## **Fresh Relevance and Contactlab Connect the Dots Between In-Store and Online Shopping Behaviour**

*Partnership Provides Retail Brands with Omni-Channel  
Personalisation Platform*

**LONDON, UK AND MILAN, ITALY JUNE 18, 2018** – **Fresh Relevance**, the real-time personalisation platform for email, mobile and web, today announced its partnership with [Contactlab](#), the leading engagement marketing platform for commerce-focused companies and fashion & luxury brands. The partnership provides retail brands with true omni-channel marketing by allowing to fully integrate insights from online and in-store customer behaviour.

Retailers now not only benefit from the rich insights regarding the online behaviour of a customer whilst on the website (what pages they looked at, the products they placed in the cart and the items purchased) and whilst engaging with marketing emails, but also when and how often they visited a store and the purchases they made whilst there. This is made possible by the close integration of the Fresh Relevance real-time personalisation platform and Contactlab's engagement marketing cloud platform.

Eddy Swindell, co-founder and CRO at Fresh Relevance, states: "The ability to accurately join the dots of the customer journey as they move between offline and online has been the missing piece in the retail puzzle. Retailers using Fresh Relevance fully integrated with Contactlab can harness this valuable insight in real-time, to improve how they engage with every customer across all touch points."

How Fresh Relevance and Contactlab deliver true omni-channel marketing:

- **Personalise the web experience** using both online and offline transactional data.
- **Engage with in-store shoppers** by sending them well-timed personalised emails that include the products they were interested in as well as relevant product recommendations.

*Ref: Fresh Relevance/2018/Press releases/Contactlab  
For review: 7<sup>th</sup> June 2018*

- **Drive customers in-store or online** with personalised incentives and promotions based on the shopper's behaviour.

Swindell adds: "True omni-channel marketing in this way not only improves overall sales. It enables you to better understand the journey your customers take, and in doing so engage them with personalised 1-2-1 communications and improve their experience of shopping with your brand."

Stefano Lena, Chief Strategy Officer and VP Business Development at Contactlab comments: "This partnership is the coming together of two powerful real-time platforms that enable every retailer to have a clear and up-to-date view of how people are interacting and transacting with their brand online and in-store. The breadth of data capabilities makes it one of the most compelling propositions available on the market today."

Fresh Relevance is sponsoring Contactlab's Conference", which takes place in Milan, Italy, on June 19, where the company will exhibit its real-time personalisation platform and Eddy Swindell will present "Personalisation in an omni-channel world".

### **About Fresh Relevance**

Fresh Relevance is the real-time personalization platform for email, mobile and web. We increase sales with personalized 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-time marketing tactics such as triggered emails and cross-channel personalization. Organizations using Fresh Relevance include: Rip Curl, Homebase, M&M Direct, Harvey Nichols, Thorntons, Cottages.com and White Stuff.

**URL:** [freshrelevance.com](http://freshrelevance.com)

**Twitter:** @FreshRelevance

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### **About Contactlab**

Contactlab offers engagement marketing solutions to maximise business returns and reinforce client-brand relationships through customised multi-channel messaging plans. Thanks to the reliability of our proprietary technology and the experience of our digital marketing professionals, we make it possible for companies to gather information about individual consumers to enhance their shopping experience, creating a highly-individualised, multi-channel contact plan based on events, preferences and product life cycles.

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Founded in 1998, Contactlab is led by its founder Massimo Fubini, an entrepreneur, innovator and “young veteran of the web” since 1995. Today Contactlab works with over 1,000 companies around the globe, including leading brands in the fashion & luxury industry.

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