



PRESS RELEASE
Paris, November 16th 2017

Allo-Media raises €8m in order to boost its development in France and abroad from Red River West, leading this round and, Serena Data Venture, the Data+AI fund of Serena Capital.



After three years of R&D, Allo-Media has developed the unique solution of its kind in the world to analyse in real time phone calls between companies and their clients thanks to Artificial Intelligence.

Allo-Media is experiencing an exceptional enthusiasm for its solution with, after a 10 month marketing period only, great client references such as Covéa Group (MAAF, MMA and GMF), Groupama, Allianz, SPB, Engie, Butagaz, Voyages-SNCF.com, Voyage Privé, Se Loger or PSA.

The company is raising €8m from Red River West which leads this round and, Serena Data Ventures, the Data+AI fund of Serena Capital.

The purpose of this fund raising campaign is to finance the exponential company growth in France, and then abroad, notably in the United-States thanks to the support of Red River West.

Every year, 270 billion phone calls are made by clients to brands but 90% of the exchanged information is lost due to the lack of practical solution. The Vocal Cookie, developed by the startup Allo-Media, transforms all phone discussions into client data, immediately usable by brands.

Vocal Cookie is a plug-and-play proprietary technology, which is based on three pillars developed internally by the Allo-Media team of engineers and PhDs: telephony, voice recognition and deep semantic analysis based on Artificial Intelligence.

This technology provides brands with a unique decisional tool for marketing, trades and client relationship:

- For client acquisition, real time data analysis enables to gain nearly 5% of additional sales thanks to the commercial rebound (call, text message, online retargeting, display...) on prospects who did not complete their purchase during the first call.
- For marketing, Allo-Media is opening a new data universe which enables to analyse the entire client experience, to reconcile the online & offline budgets, and to significantly improve campaign strategies, with a nearly 50% growth in the conversion rate of advertising investments.
- For customer service, the Allo-Media cartography highlights the irritating elements for clients and inadequate processes, which enables to solve them, and to reduce polluting calls by nearly 10%, while increasing client satisfaction and reducing churn. The impact on Net Promoter Score or client recommendation rate can even reach +10% for some clients.
- Last, the simplicity of the Vocal Cookie installation is unrivalled. It does not require any specific IT development by the client, and can be deployed within a month.

The private and sensitive data of these intentionist clients are rendered anonymous in order to respect their confidentiality.

Romain Sambarino, Founder and CEO of Allo-Media, comments:

"Right from the creation of Allo-Media, we were convinced thanks to our first telephone directory activity that we had to value call contents for companies, which were continually progressing with the boom of the smartphone usage.

In a world where humans are invited to adapt their speech in order to discuss with machines, Allo-Media strives to use machines to ease natural conversations between humans. That's what we are providing with the Vocal Cookie."

Strengthening Research & Development

After three years of R&D and €3.5m raised funds, Allo-Media has developed a powerful technology of voice recognition and deep semantic analysis, thanks to Artificial Intelligence.

The team, mainly based in Paris and headed by Vincent Jousse, CTO and partner, is currently comprising 22 people, including half of it dedicated to algorithm development and research.

Anthony Rousseau, head of R&D and partner, manages the Allo-Media research laboratory, baptised "the Wizardry" established in Le Mans and gathering doctors specialised in Artificial Intelligence, in automated word recognition and linguistics coming from the renowned IT Laboratory of the Maine University (LIUM).

This €8m fund raising will enable to double the technical and R&D team over the next two years, aiming to continually improve real time analysis, to develop new languages and to create data visualisation interfaces.

It shall also enable to pursue research initiatives engaged by the company in conversation analysis in order to enable the latter to directly shift from the audio signal to data classification thanks to deep learning.

Acceleration in France and abroad

This major milestone in the company's development will enable to split its commercial approach by sectors, with an even stronger value proposition for brands.

Allo-Media is targeting an acceleration of its international development in the short term, notably in the United-States. The company is already attending international events, such as AI Europe in London, Slush Helsinki or CES in Las Vegas (January 2018).

Its technology can be deployed in every language and will be available in English within the next few weeks.

Alban Greget, Investment Director at Red River West, comments:

"Discussions between brands and their clients are in the heart of the digital and personalisation challenges. Allo-Media has developed a unique technology that is imposing itself as a new tool of analysis, exploitation and implementation of solutions in order to know, understand and use what clients are saying to their brands. We are very pleased to support the Allo-Media team and to contribute, thanks to the American team of Red River West, to the conquest of this key market for the company."

Jean-Baptiste Dumont, Partner at Serena Capital, comments:

"Allo-Media is revolutionising the way vocal conversations between brands and their clients are monitored within call centres. Its vocal recognition technology enables to collect and transform all conversations into actionable data, in real time and in a marketing and client relationship approach. With more than 35,000 call centres in Europe only, the market is huge and the Allo-Media value creation for brands is considerable. We are really proud to support Allo-Media in its new development phase."

About Allo-Media

Allo-Media launched the Vocal Cookie in October 2016, the company has been awarded several times for its innovative solution:

- Usage Award of the AI Paris show
- Gold Trophy of the CMIT Forum (IT Marketing & Communication Directors Club)
- Marketing Excellency Gold Award and Startup Gold Award of EDETEM (National Association of Marketing Professionals)
- Special Award of the Judges and Marketing Innovation of the Insurance Awards

The company has also been selected to be co-accelerated by Allianz and Voyages-SNCF.com.

Allo-Media already raised €3.5m in the past, from investment funds and business angels such as Kima Ventures, VisVires Capital, Philippe Varin (Board/Chairman Areva), Frédéric de Belloy (Founding Chairman of Axya), Denis Heraud...

About Red River West

Initiated in 2017 by Artémis (investment holding of the Pinault family), Red River West is a French American venture capital platform dedicated to the French Tech, uniting families and entrepreneurs on both sides of the Atlantic Ocean. It aims to support a dozen of startups in order to accelerate their commercial development in the United-States and help them moving from a local leading to a global leading position. The Red River West approach is based on two pillars: Artémis which benefits from a 25 year experience in private equity and a team of three entrepreneurs-investors based in the United-States, led by Alfred Véricel, co-founder of Purch, global leader of online publications of technology content.

About Serena Capital

Founded in 2008 by entrepreneurs, with assets under management in excess of €300m, Serena Capital has imposed itself as a major player in finance and assistance to innovative, digital and fast growing companies. Entrepreneurial and pragmatic, Serena Capital is especially skilled to assist its portfolio companies with a hands-on approach, by its board member role as well as an internal team dedicated to the structuring and acceleration of their growth. Serena Capital just raised the first European fund focusing on Big Data and Artificial Intelligence.

Serena I portfolio companies: AramisAuto (acquired by PSA), Bonitasoft, CoachClub, Arlettie, laFourchette (acquired by Tripadvisor), Launchmetrics, Melty, Prestashop, Prixtel, Sequans (NYSE : SQNS), SantéVet, Selectron, RSI Video Technologies, Worldstores

Serena II portfolio companies: Alkemics, Coopacademy, TVTY, Work4, FinalCAD, Qualtera, Dataiku, TextMaster, Habiteo, Cheerz, Lengow, Evaneos, iContainers, Vekia, Malt

Serena Data Ventures: Heuritech, CybelAngel, Bestmiles, Quantilia, Odaseva, Inato

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