



Splio acquires startup Gowento and integrates Mobile Wallets into its marketing platform

Six months after rolling out WeChat as a new channel and a month after launching support for New Loyalty programs, Splio integrates Mobile Wallets into its platform and puts mobile at the core of CRM and loyalty strategy for brands.

- **The Mobile Wallets market is booming: the European rollout of Google Pay, Apple Pay's new product announcements, Samsung Pay launched last spring, and WeChat Pay is already a massive success in China.**
- **More than just a payment method like Apple Pay or Google Pay, Mobile Wallets apps are natively integrated into smartphones and open a new communication channel between brands and consumers.**
- **With Mobile Wallets, marketers can finally get into the Millennial mobile-first era by moving from post-app to the Mobile Moments phase.**
- **The benefits for marketers? Modernize the customer relationship by finally placing mobile at the heart of customer communications, engaging customers, anytime and anyplace.**

Paris, November 8th, 2018 – Splio is proud to announce today the acquisition of the French tech startup Gowento, the Mobile Customer Engagement platform. Splio adds the high-growth startup to become a major mobile CRM player and to lead the way to modernized customer relationships. Highly inspired by its deep knowledge of the Chinese market and by WeChat, Splio pursues its product development strategy around New Loyalty by adding Mobile Wallets to its omnichannel marketing platform.

*"With this first acquisition, Splio changes the industry landscape and sends a clear message to the European market. While China and the USA have made advances when it comes to Mobile Wallets, today Splio stands out in Europe with the integration of the Gowento's technology. A brand can now place mobile at the heart of its New Loyalty strategy and modernize the customer relationship without a third-party and without the need to download an app" said **Mireille Messine, Chief Executive Officer, Splio.** "We are very happy to welcome the talented and visionary Gowento team with whom we share the same values and goals."*

Splio combines marketing automation and loyalty marketing, providing a platform to manage marketing campaigns and New Loyalty programs, both on and offline. This acquisition will enable our customers **to digitalize the Loyalty card, send Wallet push notifications, and trigger geotagged and personalized notifications across all points of sale.**

Founded in Paris in 2015 by Rabye Marouene, Sébastien Alexandre and Loris Guignard, Gowento is a startup that built its product around the under-exploited potential of Mobile Wallets, without the use of apps and that goes further than the mobile payment features. In less than 3 years, 50 brands have trusted Gowento, including Fnac, L'Occitane, and Nicolas, and the solution has been deployed in more than 60 countries.

“The smartphone is the main interaction point between a brand and consumers, and more precisely its customers. With over 2.5 million apps available on the market and an average of twelve apps used regularly per consumer, the smartphone has become a high priority in a brand’s CRM strategy. We built Gowento to respond to this challenge by using apps already available in smartphones, such as Apple Wallet, Google Pay or Google Chrome and Samsung Internet,” explains **Rabye Marouene, CEO and co-founder of Gowento**. *“By combining our solution with the Splio platform and their expert marketing teams around the world, we’ll now have the means to go faster and implement our joint ambitions.”*

Read more about the synergies between our two platforms in our [Splio + Gowento infographic](#).

About Splio: www.splio.com

Splio is an omnichannel marketing platform that combines marketing automation and loyalty marketing. The platform enables marketers to unify their customer knowledge, orchestrate marketing campaigns and new loyalty programs, both online and offline. Splio helps brands adapt to New Loyalty, with both points-based and relationship-based programs, to acquire, reactivate and engage their customers and boost their revenue.

More than 500 brands around the world use Splio every day, including The Kooples, Kusmi Tea, Givenchy, Caudalie, Degrenne, Intersport, Le Slip Français, Longchamp, Fauchon and Accor Hotels.

Mireille Messine, CEO joined Splio in 2014. The company has 130 employees and 7 offices across Europe, China, and Brazil. The company raised €10 million in October 2016 from Amundi PEF, BNP Paribas Développement, and BPI France to support international growth, and to develop the Europe-China axis. Splio acquired the startup Gowento in November 2018. Splio is one of Inc. 5000 high-growth European companies and benefits from the French Tech Pass.

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