



## Communiqué de presse

Paris, May 15th 2018

*Translated from French*

## VTECH

The leading electronic toy manufacturer, chooses Actito for its Marketing Automation campaigns

**The VTech Group, a multinational specializing in electronic toys, learning toys, cordless and corded phone and contract manufacturing services and the 5th largest toy manufacturer in France, has chosen Actito, the agile marketing automation omnichannel platform (e-mail, SMS, push, call center, print, web, etc.). The Actito teams will assist the company in developing a marketing automation strategy, designed to increase customer engagement and the conversion rate, by better managing its databases and optimizing its e-mail targeting.**

VTech, which had been using the same e-mail campaign tool for the past ten years, decided to overhaul its approach and end its historic partnership, launching a call for tenders. The contract was awarded to the Actito Marketing Automation platform in April.

VTech had several reasons for choosing a new tool: compliance with GDPR requirements, the overhaul of its processes and the use of an accurate and flexible system, that could evolve in step with its database. The company also wanted to simplify the in-house process, offering its customers a responsive version of its e-mails.

*"We chose to work with Actito because of the structured support it provides on the project management level. On the one hand, the teams took our problem, our needs and our restrictions into account. GDPR compliance is also crucial for us, on the other hand, and Actito can definitely help us with this",* says **Sandrine Roucheray, VTech's Digital Marketing Manager.**

Because VTech's e-mail campaigns were not very personalized, and therefore not properly targeted. That is why Actito integrated VTech's database in the platform, giving VTech's teams access to a wider array of options.

*“Thanks to our platform, VTech’s teams can now generate information from their website, more specifically about orders and cart abandonments, something which they couldn’t do in the past. We are currently developing more far-reaching scripts, using children’s ages for example, so they can offer their customers adapted products as time goes on”, says **Marc Désenfant, CEO of Actito France.***

## ABOUT ACTITO

Actito is an agile marketing automation platform, in SaaS mode that helps marketers with their multichannel campaigns (email, SMS, push, call center, print, web, etc.) as well as with their marketing database. Actito’s datamart makes it possible to unify the clients data to get a 360° vision and to produce a real-time marketing, highly personalized and multichannel. Actito is a unique partner for marketing departments and agencies. The dedicated Actito teams are at the client’s disposal and have strategic, operational and technological competences that complement the client’s competences.

The methodology developed by Actito has already proved successful and accompanies more than 250 brands such as ETAM Group, Relais & Châteaux, La Grande Récré, Chantelle Group, Truffaut, Hyundai, Demos, Mobalpa, Webedia or associations such as La Croix Rouge Française or Solidarité International.

For more information, please visit [www.actito.com](http://www.actito.com)

## PRESS CONTACTS

### **Myriam Baghdadi**

01 85 76 12 09

m.baghdadi@millesoixantequatre.com

### **Camille Pan**

01 85 76 12 04

c.pan@millesoixantequatre.com