

Neolane Marks Major Global Expansion

Opens New Offices in Munich, Sydney, Singapore and APAC Data Center to Meet Growing Needs of Customers Worldwide

May 16, 2013, 6:30 a.m. EDT

NEWTON, Mass. & TWICKENHAM, U.K., May 16, 2013 (BUSINESS WIRE) -- Conversational marketing technology provider Neolane today announced further global expansion by opening offices in Munich, Sydney and Singapore, as well as a local data center in the Asia Pacific (APAC) region. These additional locations join existing offices in the United States, France, United Kingdom, Denmark and Neolane's support office in Vietnam.

With these additional offices, Neolane will be able to strengthen its human capital by investing in top localized talent and by relocating members of its existing team to the three locations. These new offices enhance support for existing Neolane customers in 12 countries and for Neolane users across 20 countries.

Global demand for conversational marketing and CRM marketing automation systems continues to grow. Gartner estimates that investments in CRM marketing automation applications and services, which includes lead management, grew by more than 20 percent in 2011 and 2012, and will account for more than \$4.2 billion by 2016 -- representing the largest growth of any CRM segment.(1)

With the global marketer in mind, Neolane is able to support cloud-based digital marketing for multiple geographic regions or brands from a single marketing platform. In the era of the activist customer--that has near-perfect access to information--Neolane has acted on its vision by helping global brands address new digital channels and empower them to sustain lifetime dialogues with their customers.

"Neolane experienced a 40 percent increase in global growth last year. This year we're committed to continuing that momentum by expanding our global influence," said Stephane Dehoche, president and CEO, Neolane. "Europe and Asia are important markets for Neolane and our new offices and people will enable the company to meet the changing needs of global marketers and seize new opportunities within these markets. Neolane will continue to support the world's top global brands and increase customer engagement through conversational marketing."

To learn more about Neolane follow us on Twitter @neolane.

About Neolane

Neolane provides the only conversational marketing technology that empowers organizations to build and sustain one-to-one lifetime dialogues, dramatically increasing revenue and marketing

efficiency. Born digital, with best-in-class email and inbound-outbound channel fusion capabilities architected into a single code-based platform, marketers achieve results in record time. Neolane is easy to use for both power and casual users, but powerful enough to drive the most sophisticated marketing strategies. Future proof, Neolane has a track record of enabling its customers to adapt to new customer engagement challenges and exploit opportunities more quickly than their competition. Neolane is used by more than 400 of the world's leading companies including Alcatel Lucent, barnesandnoble.com, Sears Canada, Sephora Europe and Sony Music. Visit www.neolane.com and read our blog [The Cross-Channel Conversation](#).

Copyright (C) 2012 Neolane. All Rights Reserved. All other brand names, product names, or trademarks belong to their respective holders.

(1) Gartner, "Magic Quadrant for CRM Lead Management," by Chris Fletcher, April 23, 2013

SOURCE: Neolane