

HEM, Monday 27th April 2020

# Sarbacane Group, marketing solutions publisher and Mailify's parent company, announces the acquisition of the start-up Datananas

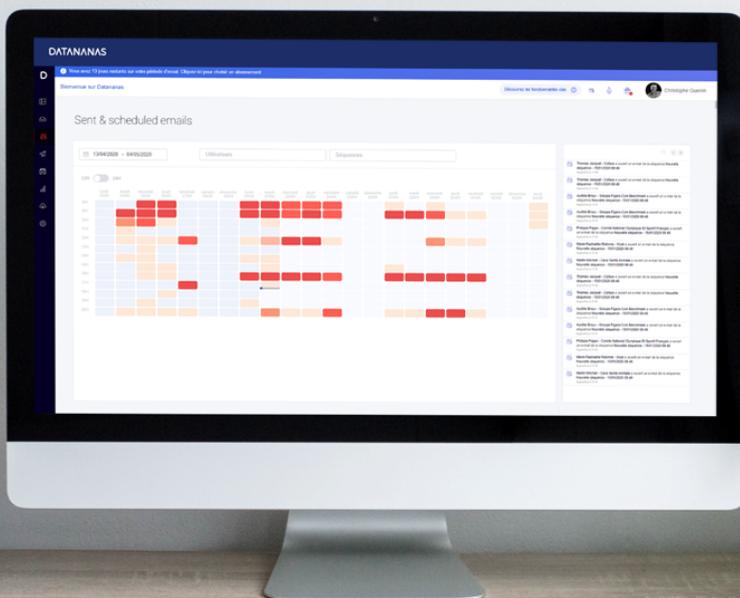
A major European player in marketing and digital solutions, the Sarbacane Group, Mailify's parent company, continues its expansion by acquiring Datananas. This startup, born in France in 2015, helps BtoB companies to prospect more efficiently.

*Datananas publishes a solution allowing sales teams to increase their number of appointments. Moreover the application automates the time consuming tasks related to business opportunities research for sales representatives and thus allows them to focus on their core business: consulting and sales. "Datananas has been able to reinvent the use of commercial e-mails. group.*

Datananas enables sales representatives to increase the number of appointments for its users by an average of

**38%**

*It does so with a highly personalised approach dedicated to the commercial prospecting sector, while Mailify focuses more on marketing and communication teams who want to communicate regularly with their inbound contacts database. This B2B solution is perfectly complementary to the Mailify offer and aims to provide a wider range of marketing tools for SMBs and large companies", says Mathieu TARNUS, CEO and founder of the Sarbacane & Mailify group.*



## A technology to automate prospecting activities

Datananas develops a Lead Relationship Management (LRM) solution. Their application allows you to create personalized prospecting sequences including e-mails, calls and various tasks. As soon as a prospect answers the emails, the replies are automatically sorted and each prospect matching the defined requirements can then be synchronized with the client company's CRM to complete its prospecting flows. E-mail campaigns are more targeted, personalized and automated, and thus efficiently replace cold calling. Datananas enables sales representatives to increase the number of appointments for its users by an average of 38% while considerably reducing the time and budget dedicated to the acquisition of potential customers.

### About

## DATANANAS

Creation: 2015  
Location: Paris  
Founders:



**Romain Simon**  
CTO  
& Co-founder



**Arthur Ollier**  
CEO  
& Co-founder

Founded in 2015 by Romain Simon and Arthur Ollier, Datananas offers a Lead Relationship Management (LRM) solution to create automated personalized prospecting sequences including emails, calls and various tasks. In just a few years, the application has attracted hundreds of daily users. Profitable and growing since the end of 2019, the Parisian startup intends to double its turnover and is hiring candidates who are passionate about technology and commercial concerns.

## A merger leading to growth

The startup currently supports more than 450 companies, from SMBs to large groups such as Trainline, Econocom and Experience Hotel. "Just like Mailify, we are the pioneers in our business sector, and like its emailing, SMS and automation tools, the intelligent prospecting tool we offer is now a must for BtoB sales teams" says enthusiastically Arthur Ollier, co-founder and CEO of Datananas.

"Many technical, organisational and of course business synergies are planned with the Sarbacane & Mailify group. Our ambition is strong: double Datananas' turnover within the next 12 months. But the mindset of the brand, its independence as well as that of the teams will remain." This is how Mathieu TARNUS intends to make his group grow, by investing in strong brands specialized in their market and responding to daily problems in the most efficient and simple way."

## Mailify

Creation: 2001  
Location: Hem (France)  
Founder:



**Mathieu Tarnus**  
Founder & CEO

Located in Barcelona, Mailify is a branch office of Sarbacane, a French software publisher created in 2001, founded and managed by Mathieu TARNUS. Specialized in the digital and marketing industries, the group offers solutions to make the communication and digitalization of companies easier. The group is composed of several brands: the historical Mailify application, but also TouchDown, Layout or Tipimail and recently Datananas. The group counts about a hundred employees and has a consolidated turnover of 11M€ with more than 10,000 customers across 90 countries. The group aims to accelerate its development through the growth of its various brands which are all references in their markets, but also by continuing its strategy of diversification and acquisitions in the world of marketing softwares and digital BtoB. The group intends to reach €25M by 2025.

## SARBACANE

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