

## **Dolmen raises 10 million dollars to convert distributors and merchants to local marketing**

Rennes, France, February 8th 2019 – Dolmen, a French start-up specialising in local and digital client marketing, announces it has raised 10 million from MEDIAPOST, SALESFORCE VENTURES and additional long-standing financial partners. As a retail-tech leader, Dolmen digitizes and democratises local client relations, making this facility accessible to bricks-and-mortar businesses. The capital contribution made by two leaders in the local marketing and technology sectors demonstrates the value these two players give to the local scene.

*“In terms of customisation, and in the search for meaning or experience, the local dimension features among new expectations for consumers. Survey after survey of public opinion confirm consumer appetite for local products, as being more human and authentic”, asserts **David Godest, CEO of Dolmen.** “In this digital age, brands and players in the distribution sector can use Dolmen’s platform to re-imagine their interaction with customers at local level, complementing their central marketing activities”.*

In support of distributors and merchants, Dolmen has for several years been developing a software platform to implement marketing actions, based on three key areas: procurement, management and activation of consumer data, always respecting data protection regulations.

### **MEDIAPOST, SALESFORCE VENTURES: reasons for investment**

At the crossroads of local consumer communications and customer knowledge, this investment by MEDIAPOST and SALESFORCE Ventures makes sense for Dolmen. Thanks to this shareholding, MEDIAPOST, a subsidiary of La Poste Group, a major player in local communications, will benefit from Dolmen’s technology experience, while SALESFORCE Ventures, the investment arm of Salesforce, the global CRM leader, will add further localization to its own platform.

*“Given the challenges facing brands and retailers, and our intention of broadening our digital offering in local communications, Dolmen seemed the obvious choice. With its understanding of the difficulties in local business, and with its technology platform, this young and dynamic company has allowed us to add greater value for our customers, and strengthen our leading position in local communications. That’s why we decided to make a significant investment in this technology start-up”, comments **Adèle Albano, Managing Director of MEDIAPOST.***

*“We are delighted to strengthen our collaboration with Dolmen”, asserts **Olivier Derrien, Country Leader France and Vice President for Southern Europe, Salesforce** “The strength of Dolmen solutions lies in the capacity to integrate local marketing campaigns to more global campaigns managed within Salesforce Customer Success Platform.”*

*"We continue to invest in France as part of our \$2.2 billions planned in the next five years. After jointly developing Dolmen Connect, available on Salesforce AppExchange, we are delighted to go even further by investing in Dolmen to accelerate its growth and innovation."* Added **Olivier Derrien**

As well as developing its platform further, Dolmen is planning to capitalise on the funds raised to speed up its expansion in Europe, relying on these two commercial partners, now shareholders, and broadening its offer to networked stores, whether branches or independents, as well as to local traders.

"This is a new initiative for Dolmen and for all my colleagues, and I want to say how proud I am". Our valuable proposal will stand out even more: the combination of business performance, ethical values and the local approach. A forward-looking attitude, the fruits of which we are already harvesting", concludes **David Godest**.

#### **About Dolmen**

Formed in 2011, Dolmen supports sales outlets in their strategies for learning about, and establishing close relationships with their customers. Its all-in-one digital platform meets the 3 complementary needs of any sales outlet (Data Acquisition, Data Management and Data Activation) while being fully GDPR-compliant. Over 1000 businesses now use Dolmen to gather and exploit the data from their customers and prospects. Based in Saint-Grégoire (35), Dolmen has 100 employees, and is present in several countries in Europe. For more information, visit <http://www.dolmen-tech.com>

#### **About SALESFORCE VENTURES**

Salesforce is the fastest growing top five enterprise software company and the #1 CRM provider globally. Salesforce Ventures—the company's corporate investment group—invests in the next generation of enterprise technology that extends the power of the Salesforce Customer Success Platform, helping companies connect with their customers in entirely new ways. Portfolio companies receive funding as well as access to the world's largest cloud ecosystem and the guidance of Salesforce's innovators and executives. With Salesforce Ventures, portfolio companies can also leverage Salesforce's expertise in corporate philanthropy by joining Pledge 1% to make giving back part of their business model. Salesforce Ventures has invested in more than 300 enterprise cloud startups in 20 different countries since 2009. For more information, please visit [www.salesforce.com/ventures](http://www.salesforce.com/ventures).

#### **About MEDIAPOST**

As a major player in local communications, Médiapost supports its customers at every stage of their communications process. Its expertise in relational marketing, data and digital, along with its strong national network, enable businesses and organisations to reach out to their audiences, through an intelligent, innovative combination of on- and off-line solutions (printed advertising material, street marketing, SMS, e-mail, post, rankings, etc.). Every year, Médiapost advises over 30,000 businesses of all sizes, and from all sectors: entrepreneurs and freelancers, local retailers, major national stores, local authorities and councils, etc.

The company has 12,000 employees in France, and a turnover of 416.4 million euros. Médiapost is a subsidiary of La Poste Group. Since 2010, Médiapost has been a signatory of the Diversity charter.

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