

Cabestan extends its activities to the American frontiers: Cabestan Canada & Cabestan U.S.A.

Cabestan, the online customer relations service provider, extends its global presence by developing its activity in North America.

The market leader in France for its email marketing campaign management platform in SaaS mode, and with bases established in London and Madrid just one year ago, Cabestan is continuing to expand its activity worldwide, beyond the frontiers of Europe.

In partnership with Skooiz.com, the renowned interactive advertising agency specialising in web marketing and with offices in Montréal, New York and, soon, Toronto, Cabestan is extending its service offering to the North American continent.

Underpinned by relations dating back several years, Skooiz.com and Cabestan have formalised their partnership and now propose high-quality online marketing solutions to North American companies.

Cabestan has twin objectives: to develop the Cabestan customer portfolio on US and Canadian soil and to support its existing customers in their developments overseas with teams capable of addressing the commercial and technical issues associated with local conditions.

This will allow Cabestan to consolidate its position as an email marketing leader and to pursue its conquest of new markets.

Laurent Lucas, Chairman and Founder of Skooiz.com and proprietor of Toutacoup, specialising in email marketing since 2002, will also be responsible for the operations of Cabestan Canada and, shortly, Cabestan New York:

"The Cabestan campaign management platform offers more than any other in terms of technical expertise and cutting-edge innovative functionality. Cabestan is the service provider who can be counted on for constantly anticipating future service requirements, coming up with innovations and proposing robust tools. Cabestan Canada already has numerous Canadian clients, including Vacances Tour Mont Royal, MEXX, the Quebec Resorts (Hôtellerie Champêtre) network and Croisières AML. In order to drive the Cabestan strategy internationally, in other words provide the customer with maximum support, we have opted to deploy, in both countries, a production team and support service that are 100% dedicated to email marketing solutions."

Xavier Bastien, International Development Director, Cabestan, is excited about this global presence and already sees in this the opportunity to win some major international contracts.

"Skooiz.com offers its many clients services that are a byword for quality. This agency cultivates the same values as Cabestan, i.e.: quality, customer proximity and technical expertise. With these common values and resources that are already operational in Canada and New York, we are convinced that Cabestan's rollout will run quickly and smoothly.

Marketing departments will see their business grow thanks to our profitable, automated customer loyalty and acquisition solutions. A foothold on different continents is vital for Cabestan. We are now capable of transatlantic support for our existing clients, thanks to our local know-how and support service."

For further information go to www.cabestan.co.uk

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