

## New website, [www.cabestan.com.uk](http://www.cabestan.com.uk) Cabestan enjoys a makeover.

Online since mid-July 2009, **Cabestan has launched its new institutional website, [www.cabestan.co.uk](http://www.cabestan.co.uk)**. As a reflection of the developments in online marketing and the evolution of consumer behaviour, the new Cabestan site strives to be dynamic, interactive and professional. With its revamped design and clearly-delineated architecture, the site manifests Cabestan's intention to demonstrate its credentials as the customer relations service provider that offers marketing efficiency that is second to none.

**With its reputation already assured among its 250 clients for its professionalism, its operational excellence, its technical capabilities at the cutting edge of innovation and the quality of its services, Cabestan now has a site that conveys a real sense of these values.**

Right from the homepage, web users benefit from a clear vision of the two markets on which Cabestan operates: 360° management of multichannel data and email & SMS campaign management.

*"This brand-new version of the Cabestan website, [www.cabestan.co.uk](http://www.cabestan.co.uk), provides us with a key showcase for the new positioning of Cabestan as a trusted partner for online customer relations. The site offers a true reflection of our values at every level: the quality of the work carried out, the commitment of our teams and the high technical capability of our platform. The new site also underlines the maturity that Cabestan has achieved in recent years. Cabestan is no longer an email marketing service provider but an online customer relations service provider, through the management of multichannel customer data and the automation of email campaigns,"* expounds Xavier Bastien, Cabestan Marketing Manager.

While continuing to underline the company's 10 years of experience in e-mail marketing, [www.cabestan.com.uk](http://www.cabestan.com.uk) brings to the fore the sophisticated technical characteristics of the marketing campaign management platform and the solutions that enable a 360° take on customer relations. It is in this spirit that Cabestan also demonstrates its commitment to delivering proven results. A "Clients and Results" tab is specially dedicated to the successes of its clients. Cabestan once again demonstrates its ambition to place its clients squarely at the centre of its interests and to serve their interests above all else.

For further information visit: [www.cabestan.co.uk](http://www.cabestan.co.uk)

### ABOUT CABESTAN

For 10 years, Cabestan has been helping major corporations with the definition, management and optimisation of their customer relations via email and with setting up a unified and consolidated vision of their multichannel customer data.

Hosting and management of relational data, scripting of email programs, process automation, dynamic content module, real-time distribution of campaigns, reporting and analysis of campaign feedback: the platform is scalable and offers seamless integration of the features that will address all future direct marketing requirements.

Some of the best-performing e-marketing companies are users of Cabestan solutions: GDF Suez, Kiabi, Toys'r'us, Symantec, Europcar, M6 Boutique, Yves Rocher, Estée Lauder Companies Group, Thomas Cook, SNCF TER, General Electric, etc.

International presence: Paris, Madrid, London, Montréal, New York.

[www.cabestan.co.uk](http://www.cabestan.co.uk)

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