



REPORT

7th EDITION

November 6th & 7th 2019

Palais des Congrès et des Festivals de Cannes



CUSTOMER RELATIONSHIP, MARKETING MEETINGS & RESEARCH MEETINGS is the trade show and meeting place for customer relationships and insights, digital marketing and research, which aims to facilitate direct face-to-face meetings with Top Decision-makers and Exhibitors through the medium of top-tier meetings scheduled prior to the event in a relaxed and friendly atmosphere.

As a hub for high-level discussions and an instant business platform, **CUSTOMER RELATIONSHIP, MARKETING MEETINGS** is a particularly effective business development lever in a period of economic downturn.



- **214** exhibitors
- **492** Top Decision-Makers and **179** accredited visitors
- **8 300** meetings and **400** pre-scheduled lunches with Top Decision-Makers
- **1** keynote
- **25** workshops
- **1 welcome cocktail** at the Martinez for the Top Decision-Makers and the exhibitors
- **1 free evening**
- **1 gala reception** at the Palais des Festivals

KEY FIGURES





2019 EXHIBITORS

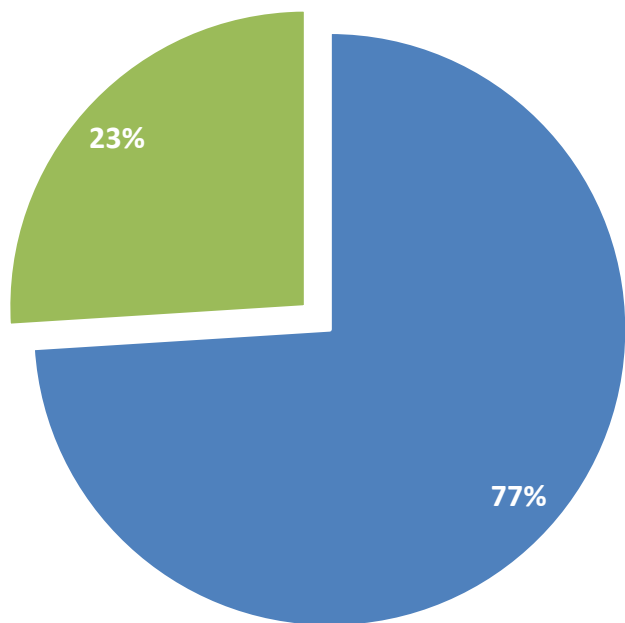
AB TASTY	G46	CAPTAIN WALLET	F39	EARLY BIRDS	H49	IQERA (MCS&DSO)	F11	ORACLE	D07	TARGET2SELL	E28
ABC	E07	CARIBOU	C15	EASIWARE	H26	ISI-COM	D06	OUTSOURCIA	G04	TEEPS	A18
ACADEMIE DU SERVICE	D12	CHALL'ANGEL	C02	EASYVISTA	G34-H35	JVWEB	C19	PANDASUITE	B22	TEESTER	H48
ACCESS TELESERVICES	G04	CHEETAH DIGITAL	H43	EFFICY / E-DEAL	B06	KAMELEON	D30	PARISHANGHAI	E19	TELEPERFORMANCE	H29
ACOLAD	C08	CHEZ MARIE	A08	EFFILAB	G51	KAMPN	B20	PARTOO	C23	TELEPERFORMANCE MAROC	G04
ACTITO	B15	CIBLER	F47	EFFINITY	E38	KANTAR PROFILES	G06	PHOCEIS BY INEAT	E34	TELETECH INT	E11
ACTIVIS	D34	COFIDIS RETAIL	D21	ELIOZ	B01	KIAMO	B03	PITCHY	C13	TERSEA	D03
AD'S UP	E37	COHERIS	E20	ELOQUANT	C14	KPAM	E03	POTION SOCIAL	F08	TESSI	E06
ADAPTI	F36	COMARCH	F02	EMARISYS	A13	LEARNING TRIBES	C09	PRAXIDIA	H32	THE CHATBOT FACTORY	E08
ADFORALL	A11	COMDATA	D09	EODOM	E17	LEO	D34	PRIMELIS	E33	TINYCLUES	B12
ADICTIZ	E23	COMMANDERS ACT	B11	EPICA	B09	LIANA TECHNOLOGIES	G49	PROXEM	C06	TOKYWOKY	B19
ADL PERFORMANCE	D34	CONVERTED	D34	ERDIL	B07	LIVE DATA SOLUTIONS	F38	PWC	D04	TRACKAD France	C25
ADM VALUE	D13	CORIOUS SERVICE	B04	EROIQ	A24	MAETVA	E19	Q3 ADVOCACY	G35	TRUSTPILOT	F40
ADMO TV	F37	CR SOLUTIONS	E01	ESENDEX	G38	MAJOREL	D15	QUALIFIO	E48	TSC	C09
ADVALO	A22	CREADS	E31	ESV DIGITAL	H37	MAPP DIGITAL France	G57	QUALTRICS	E10	UBIFLOW	D38
AFFINITY (ALTERCE)	G53	CRITIZR	G29	EULERIAN	E36	MARKET ESPACE	E44	RANKWELL	D40	VALIDITY INC	A07
AI&DATA	D22	CUSTPLACE	H27	FACT-FINDER	E35	MARKETSHOT	H51	REACHFIVE	F43	VEOXA	F54
AIRSHIP + ACCENGAGE	G07	DAC GROUP	G54	FRENCHWEB	PARTENAIRE	MCC CONTACT	G04	REELEVANT	H45	VIADIALOG	H34
AKIO	C10	DARTAGNAN	B16	FRESHWORKS	C03	MEDIATECH-CX	A04	RELATIA	H53	VIAVOO	A10
AKTAN	G14	DASSAULT SYSTÈMES/3DEXCITE	F14	GAMNED !	A14	MEDIAVELLE	D23	RELATION CLIENT MAG	PARTENAIRE	VIDATA	E41
ALCMEON	A02	DATA COMPANY	G48	GENESYS	H23	MEZZO	G01	REPUTATION VIP/SEMJI	G59	VIDMIZER	B17
ALLO MEDIA	A05	DIABOLOCOM	C07	GOTOMEETING BY LOGMEIN	E40	MIUROS	G02	RINGCENTRAL	D10	VOCALCOM	D18
AMIDIE	G04	DIAL ONCE	F01	GRAPHINIUM	D27	MO&JO	H46	ROGERVOICE	G03	VOCAZA	G28
ARMATIS - LC	E07	DIALOG INSIGHT	B24	GUESTSUITE	G58	MYOPLA	H17	SAP France	F05	WEBHELP	D05
AT INTERNET	H52	DIDOMI	E02	HOLY-DIS	D16	MyQM France	F10	SATISFACTORY	G11	WEBORAMA	G45
ATOS	F03	DIDUENJOY	G12	HUBICUS	C05	NEW GENERATION AGENCY	G56	SELLIGENT MARKETING CLOUD	C22	WELCOMETRACK	D01
AVANCI	D23	DIGIMOOD	G31	IADVIZE	A01	NICE	C04	SENDINBLUE	F44	WIBILONG	F18
AVENT MEDIA GROUP	C26	DIGITAL MAG	PARTENAIRE	IDFUSE	G42	NOMINATION	G52	SENSEFUEL	F50	WISECOM	B02
AVIS VERIFIES - NET REVIEWS	G36	DIGITALEO	H42	IGNITIONONE	D19	NOTIFY	C11	SERENED	H33	WIZALY	H39
AXIALYS	B10	DIGITAWEB	D29	IMAGINO	G65	NP6	F28-G41	SHOWPAD	E39	WIZVILLE	G15
AZORICA	D32	DIVALTO	C12	INBOX D-AIM	C24	NUMBERLY	C18	SITEL France	C09	X20 MEDIA	G64
BAZAARVOICE	C21	DOLIST	F22	INCONCERT	G23	NUMEN MARKETING	E18	SMART TRIBUNE	G18	XCEED	D08
BELACOM	E52	DOLMEN	G17	INIT	E07	OCTELIO CONSEIL	C30	SPEAK 33	D02	YEXT	H54
BOLD 360 BY LOGMEIN	D11	DREAM'S TELECOM	F52	INNSO	C09	ODIGO	G24-H25	SPLJO	E27	ZENDESK	H24
BVA	B05	DXC / MICROSOFT	E15	INO TELECOM	E14	OKTA	G60	SPY COMMERCE	A09		
CALL DESK	E26	E-COMMERCE NATION	PARTENAIRE	INTERCOM	E04	OPPORTUNITY	F24	TAGADAMEDIA	D26		
CALLIOPE	H28	E-MARKETING.FR	PARTENAIRE	IOOCX	G37						



SATISFACTION - EXHIBITORS

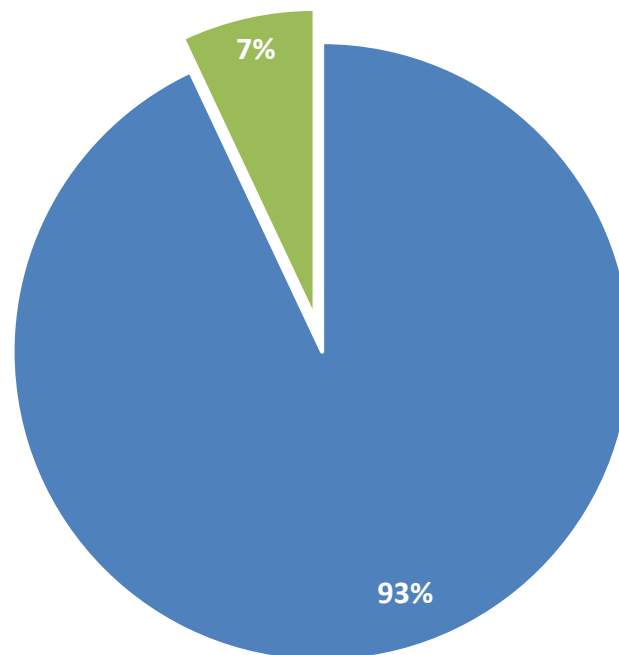
Based on 40 answers

Global satisfaction of the meeting



■ Very satisfied ■ Satisfied

Will you attend the next edition ?



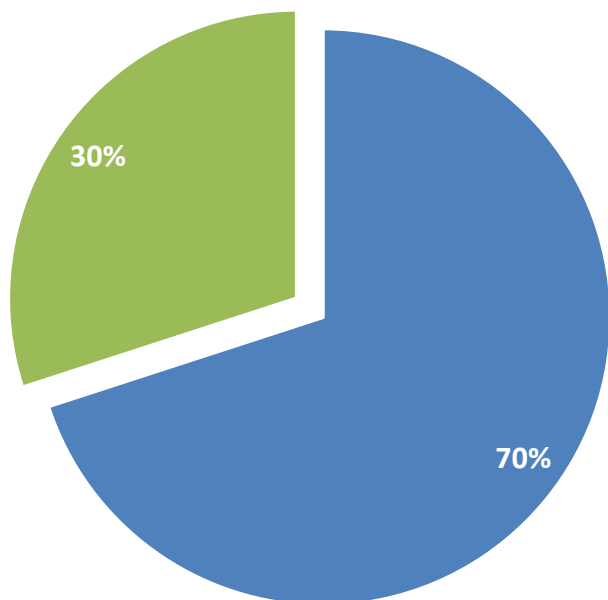
■ Yes ■ Don't know yet



SATISFACTION - EXHIBITORS

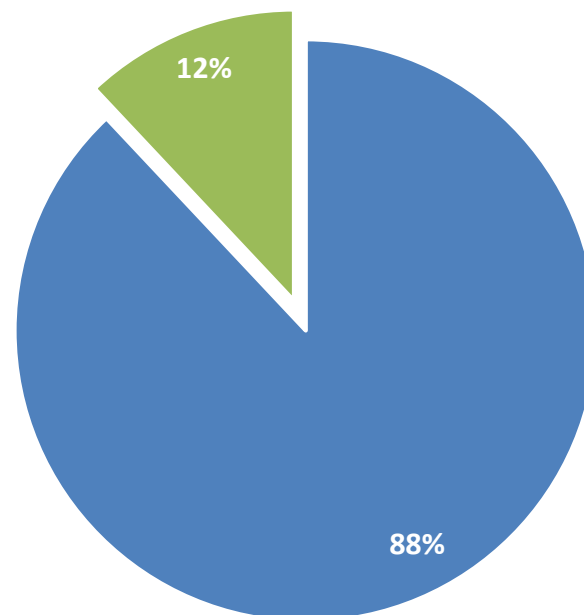
Based on 40 answers

Global satisfaction of the pre-scheduled appointments



■ Very Satisfied ■ Satisfied

Were you able to get concrete demands?



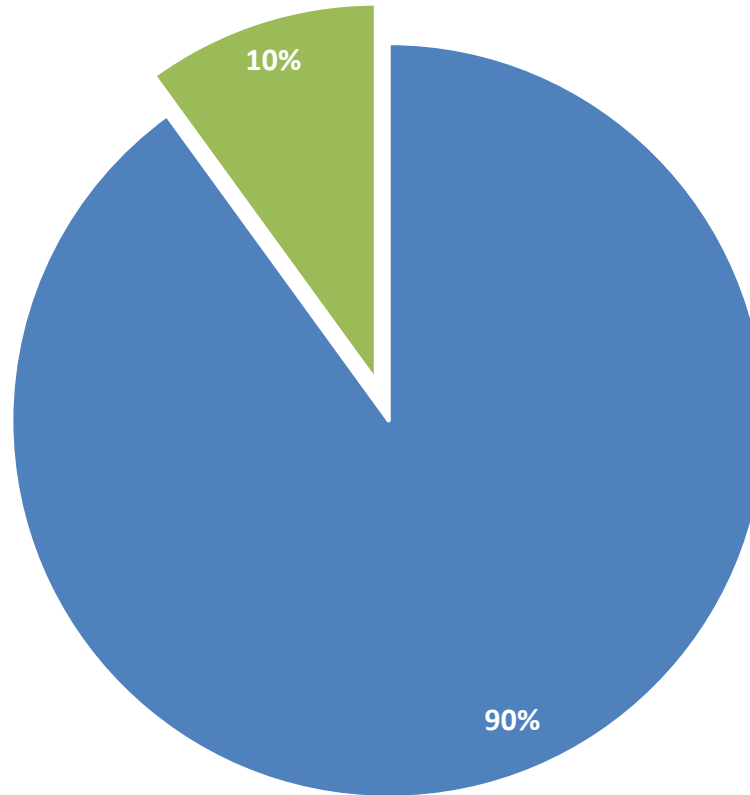
■ Yes ■ No



SATISFACTION - EXHIBITORS

Based on 40 answers

Would you recommend the Meetings to your
friend/colleague ?

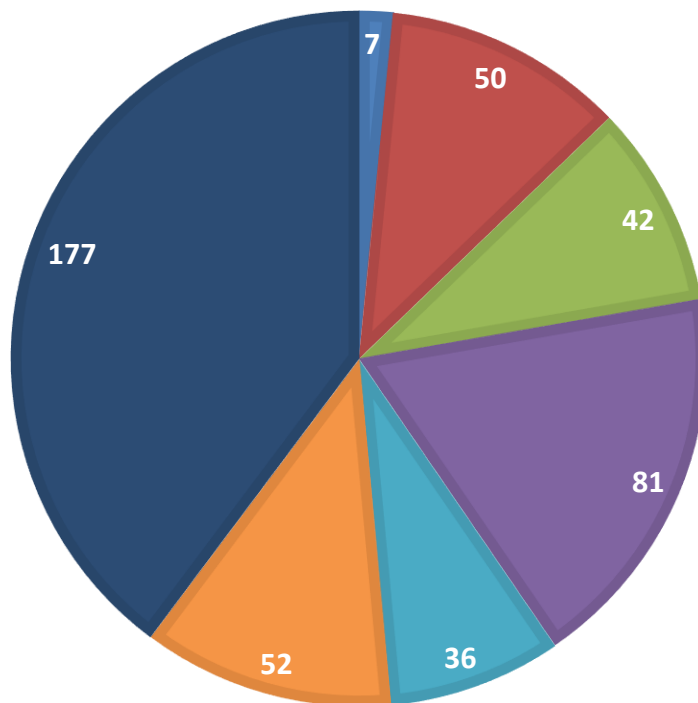


■ Yes ■ No



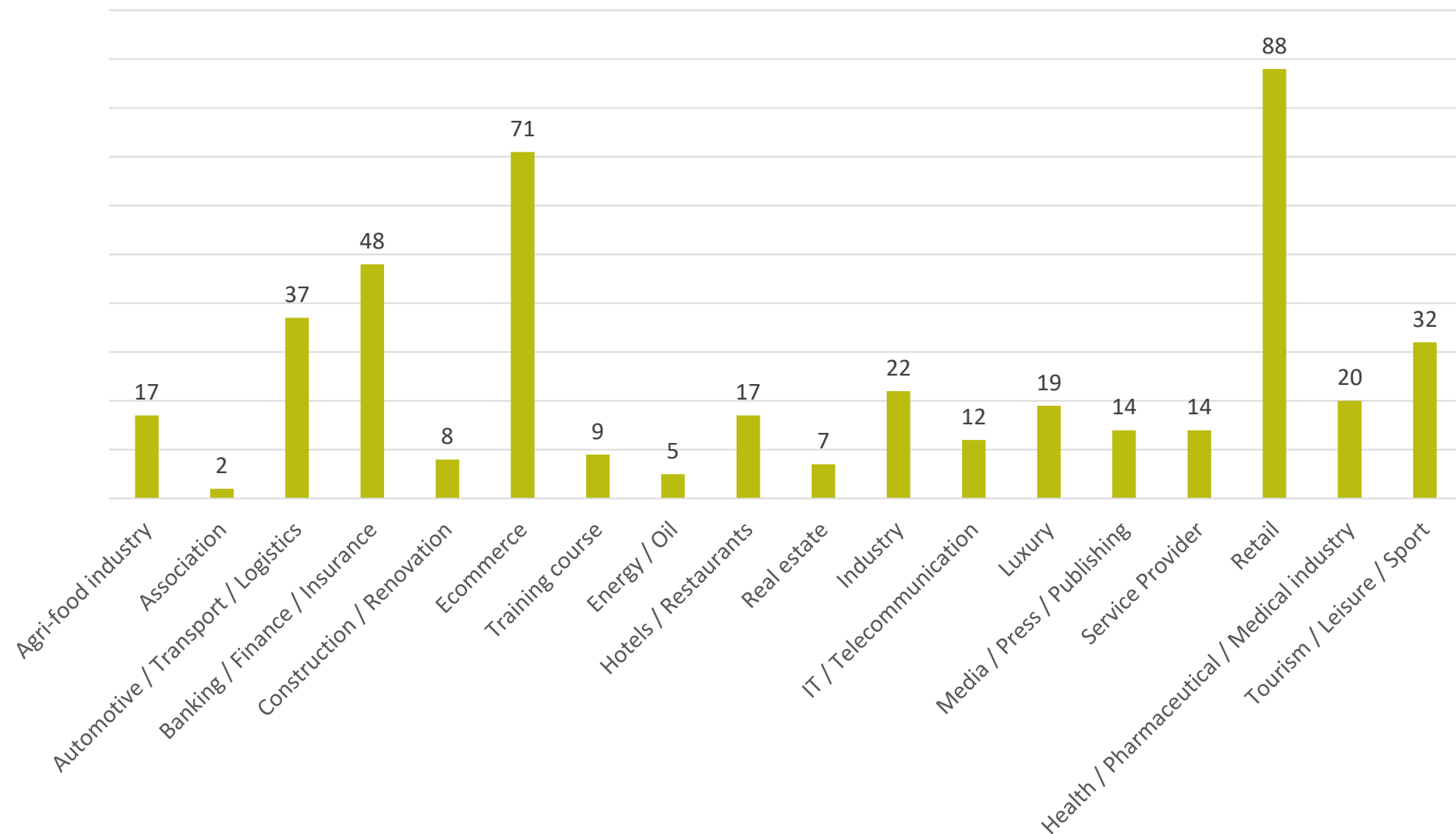
Workforce distribution

- From 1 to 9
- From 10 to 99
- From 50 to 99
- From 100 to 299
- From 300 to 499
- From 500 to 999
- Over 1000





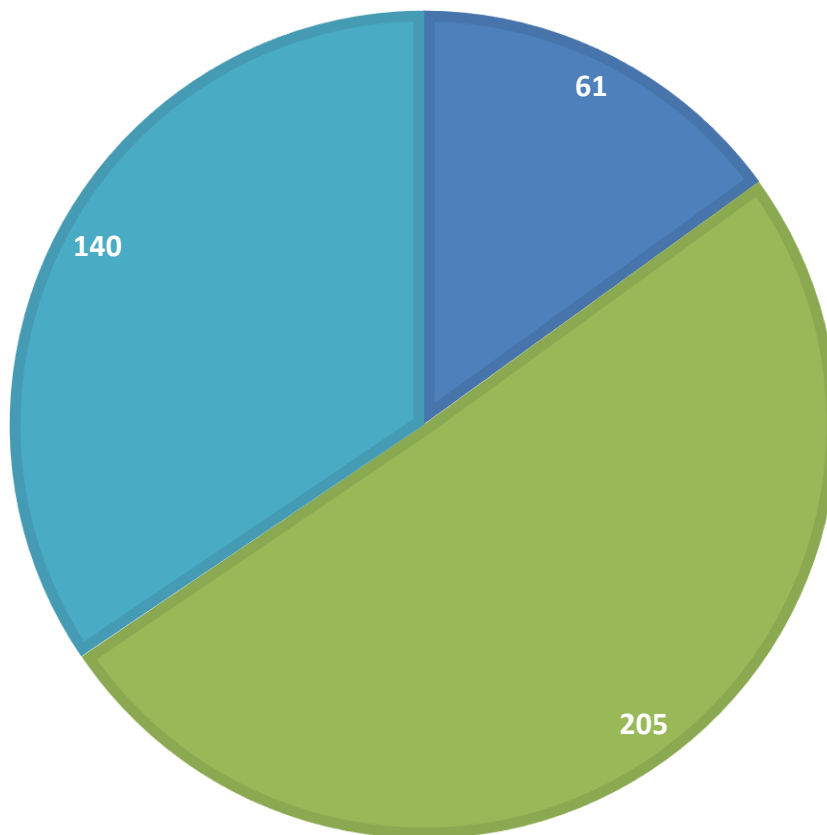
Breakdown by sector





Breakdown by market

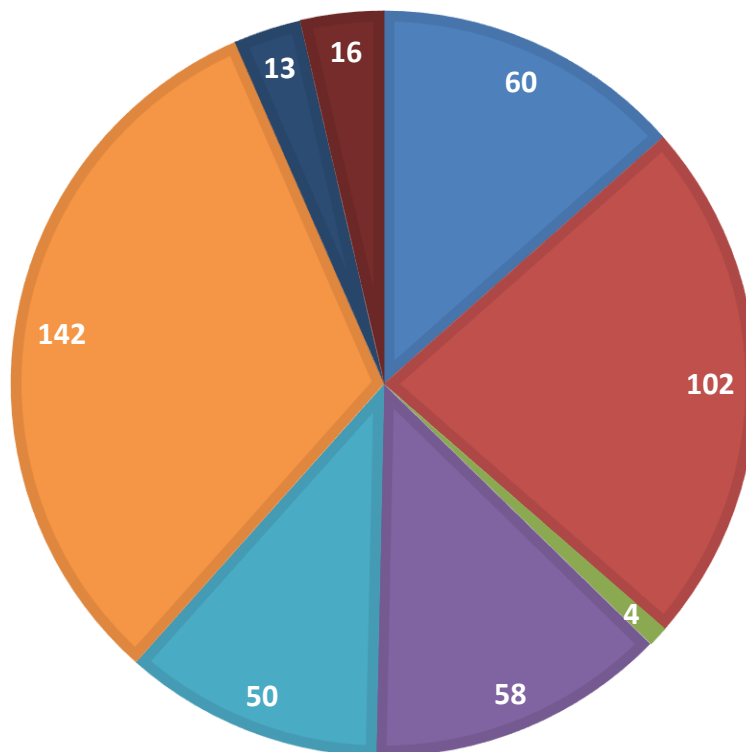
■ BtoB ■ BtoC ■ BtoB & BtoC





Breakdown by function

- CRM /Datamining department
- Customer Relationship Management
- Research department
- Chief digital officer
- E-commerce
- Marketing
- Chief information officer
- CEO



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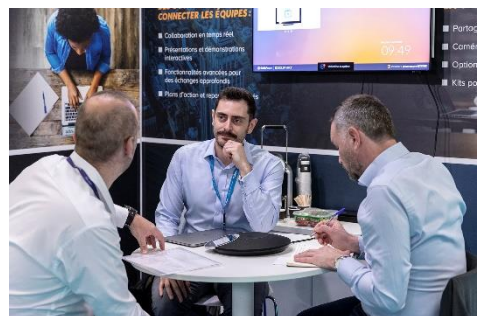
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CUSTOMER RELATIONSHIP & MARKETING MEETINGS





CONTACT OUR TEAM

Ghislaine de Chambine

Director of the tradeshow

Tél : 01 41 18 60 62

gdechambine@weyou-group.com

Ariane Abbou

Sales Director

Tél : 01 41 18 63 79

aabbou@weyou-group.com

Gwenola Bruant

Sales Manager

Tél : 01 41 18 63 23

gbruant@weyou-group.com

Eric Frazier

Sales development manager

Tél : 06 69 16 07 08

efrazier@weyou-group.com

Customer Relationship

Digital Marketing