

Sidetrade Announces Sidetrade AI Sales & Marketing on Salesforce AppExchange, the World's Leading Enterprise Cloud Marketplace

PARIS, France – 29 October 2019 | Thanks to Sidetrade's AI, customers can now benefit from enhanced knowledge of their addressable markets, real-time recommendations on how to reach their prospects directly through Salesforce, leverage unseen sales opportunities or prevent churn.

Sidetrade today announced it has launched Sidetrade AI Sales & Marketing on Salesforce AppExchange, empowering customers to harness the power of Aimie, Sidetrade's AI.

Aimie combs the CRM data within Salesforce and cross-references it with external data on the target company, and with relevant transactional data from various business systems (e.g. invoicing, claims, payment behavior, disputes). By running machine learning algorithms daily on all of the data, Aimie can predict unseen sales opportunities or churn risks, in real time. What's more, Aimie generates recommendations which users can put directly into action. Aimie is the lever that can multiply your return on CRM investment.

Built on the Salesforce Platform, Sidetrade AI Sales & Marketing is currently [available](#) on AppExchange.

Sidetrade AI Sales & Marketing

To make the most of CRM, businesses must first ensure that customer data is as accurate and as extensive as possible. This is a recurrent challenge, and it is daunting for most companies. Not only does Sidetrade supply highly enriched firmographic data but, most importantly, Aimie collects and analyzes over 50 billion business signals from corporate websites and social networks, giving Salesforce users custom information and insights they can count on to get results.



Aimie can gain a deep understanding of how existing customers behave. She targets the best leads among millions of potential customer companies, and recommends an enhanced way of reaching them directly through Salesforce.

Comments on the News



"Every step of the way – transforming leads, increasing customer spend, and increasing retention rate– Marketing & Sales directors can now harness the amazing power of Sidetrade's AI on AppExchange", explains Jean-Cyril Schütterlé, Chief Product Officer at Sidetrade. *"With Sidetrade, sales and marketing teams can act immediately to seize previously unseen opportunities. Sidetrade AI on AppExchange is an invaluable decision-making tool, supporting staff with crucial information such as business development opportunities and, which customers are statistically at risk of leaving you. With predictive analyses at your fingertips, you can deal with issues before they arise and accelerate revenue growth."*

"Sidetrade AI Sales & Marketing is a welcome addition to AppExchange, as they power digital transformation for customers with AI-driven business insights," said Woodson Martin, GM of Salesforce AppExchange. *"AppExchange is constantly evolving to enable our partners to build cutting-edge solutions to drive customer success".*

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About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) accelerates growth by laying the cornerstones of the customer journey: acquisition, upsell/cross-sell, churn reduction, and payment. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie reveals unseen factors that can generate leads, drive new sales opportunities, improve retention and shorten payment delay. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge.

For further information, visit us at www.sidetrade.com and follow us on Twitter [@Sidetrade](https://twitter.com/Sidetrade).

About Salesforce AppExchange

Salesforce AppExchange, the world's leading enterprise cloud marketplace, empowers companies to sell, service, market and engage in entirely new ways. With more than 4,000 solutions, 7 million customer installs and 80,000 peer reviews, it is the most comprehensive source of cloud, mobile, social, analytics and artificial intelligence technologies for businesses.

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In case of a discrepancy between the French and English versions of this press release, only the English version should be deemed valid.