

New customer engagement program for Yvert et Tellier, leader in philately

The Yvert & Tellier group has selected ADELYA to launch the Louis Yvert Club, a high-end loyalty program dedicated to stamp and coin collectors.

Toulouse, France, March 19th, 2013, ADELYA - a leading supplier of mobile loyalty and customer engagement solutions - announces today that Yvert & Tellier, a company specialized in stamp and coin collecting, is to launch the Louis Yvert Club, a high-end loyalty program dedicated to collectors.



**Omni-channel customer engagement:
mail order, e-commerce, brick&mortar**

The Yvert & Tellier group has evolved its sales channel over the years, starting with mail order only to an e-commerce [site and 5 physical stores in France. To reinforce brand awareness, Yvert & Tellier has launched the Louis Yvert Club to offer advantages and discounts to club members.

“With the growth of e-commerce and the associated showrooming trend, it is critical for retailers to develop intimate relationships with customers, whatever the sales channel,” says Benoît Gervais, Yvert & Tellier CEO. “Building a loyalty club creates customer intimacy. As of today, we have over 80,000 collectors worldwide. With our loyalty card, we are able to identify them, engage them in a personalized relationship, reward them and thus reinforce brand awareness.”

The Louis Yvert Club was launched last November and is now a fixture at all major events attended by the company in the stamp collector world. Members can join through every sales channel – in store, on the web or through the mail catalog that reaches over 25,000 customers. The new mail catalog promoting the new loyalty card has just been sent out in early March.

Connected stores with ADELYA

The new loyalty program interacts with 3 sales channels – mail order, e-commerce and physical stores. Integrated with Sage POS and an e-commerce site, the ADELYA loyalty platform enables a unique customer profile for instant identification and rewards, whatever the sales channel. Rewards are straightforward for a direct impact on both order frequency and average basket. With an average online basket at €70 and 3 orders per year, rewards are thought to entice a 4th order in 12 months.



PRESS RELEASE

'We selected ADELYA for ease of use, risk-free integration in an omni-sales channel environment, and the team's responsiveness,' adds Xavier Balasco, Marketing Manager at Yvert & Tellier.

"Yvert & Tellier is a great example of ADELYA's adaptability to any retail environment," says Jean-François Novak, ADELYA's CEO. *"We are delighted to welcome a leader in philately. We are happy to help Yvert & Tellier to make the move to the connected store!"*

###

About ADELYA

Founded in 2005 by CRM pioneers, ADELYA provides retailers with unique loyalty and customer engagement solutions powered by NFC contactless and mobile technologies. A true loyalty operator, ADELYA enables retailers and points of sale to create new types of customer relationships with more interactivity, more freedom and more impact.

ADELYA's loyalty and customer engagement offering provides all-in-one retailer and consumer applications. Designed for retailers, ADELYA's multi-channel, software-as-a-service (SaaS) Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, couponing and deals, gift cards, promotions, analysis and reporting. Designed with consumers in mind, ADELYA's Loyalty Avenue is a white label loyalty wallet available on the web and on smartphones. Loyalty Avenue mobile and web apps instantly display retailer profiles, deals and loyalty information on both consumer mobile phones and a dedicated website, so everyone gets the best of both worlds.

ADELYA solutions are available in white label for distribution and reseller networks worldwide. Visit www.adelya.com.