



## **ADELYA LAUNCHES WHITE-LABEL LOYALTY PLATFORM FOR REGIONAL MEDIA FIRMS EAGER TO BOOST TRAFFIC AT THEIR LOCAL STORES**

PUBLI COMMUNICATION to be the first freesheet firm in France to offer its customer base – local regional stores – a new-gen loyalty solution to engage customers.

**Toulouse, France, October 2nd, 2012** – **ADELYA**, a software company specializing in NFC loyalty solutions, announced today that PUBLI COMMUNICATION, a subsidiary of Group La Dépêche, a regional media firm in Midi-Pyrénées, has selected ADELYA to launch its white-label loyalty platform.

A recognized player in the free media industry, PUBLI COMMUNICATION's mission has always been to increase traffic for its local store customers. Today, it is reinventing its field and providing local stores the marketing punch they need to boost traffic, increase customer loyalty and revenues. PUBLI COMMUNICATION has selected ADELYA's Loyalty Platform as the white-label solution to reach that goal.

*"Today, consumers are omni-channel. More connected than ever, they search the web, research offers on their mobile and, hopefully, buy at their brick-and-mortar store. Our local stores must address all channels simultaneously and offers need to be consistent across all channels and relative to specific customers. ADELYA's ready-to-use loyalty platform and consumer applications matched our needs. We are excited to be able to distribute it to our customers,"* said François Meillan, CEO of PUBLI COMMUNICATION.

### **PUBLI COMMUNICATION revitalizes its marketing offering to local stores**

- **A back-office loyalty platform for local stores to manage customer relationships. Everything needed for efficient customer engagement**, through multi-store loyalty programs, web and mobile deals and offers, customer management, multi-channel marketing text-messaging campaigns, emails, Facebook and more.
- **Mobile and web applications for consumers.** In each city, on their smartphones, consumers can find their local stores, search the best city deals, keep track of their loyalty rewards, share with friends and manage their profile.

PUBLI COMMUNICATION will distribute ADELYA Loyalty as a white-label solution starting Q1 2013.

### **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 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 web and mobile 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. [www.adelya.com](http://www.adelya.com) – [www.adelyastore.com](http://www.adelyastore.com)

### **About PUBLI COMMUNICATION**

Historically, PUBLI COMMUNICATION is the free media subsidiary of GROUPE LA DÉPÊCHE DU MIDI, a regional media group based in France. PUBLI COMMUNICATION's mission is to generate traffic for local stores regionally.

Managed by François Meillan, PUBLI COMMUNICATION is a publisher of real-estate magazines such as PUBLI IMMO TOULOUSE and PUBLI IMMO CATALOGNE, as well as advertising freesheets like PUBLI.fr TOULOUSE, PUBLI.fr BIGOURDAN and PUBLI.fr LANNEMEZAN.

Today, PUBLI COMMUNICATION is offering local stores a new-generation solution to make them omni-channel retailers (store, mobile, web).

### **Media Relations:**

**Cécile Morel – ADELYA - +33 (0)5 62 24 93 04 – [cecile.morel@adelya.com](mailto:cecile.morel@adelya.com)**