

Sidetrade announces sponsorship of B2B Marketing Expo 2019

PARIS, France – 19 March 2019 | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence customer journey platform, will be a key sponsor of the B2B Marketing Expo 2019 on 27th and 28th March at ExCel, London.

At the event, Sidetrade will showcase its AI customer journey platform on stand 2086 in the main exhibition hall, while a dedicated keynote (Day 1, Theatre 9, 14:00-14:30) will see Chief Marketing Officer (CMO) Kelly Brown discuss the power of AI in the demand funnel. Sidetrade's session will focus on how AI can provide actionable insights which can predict and prioritize a company's most profitable prospects, growing customer lifetime value and supporting expansion into new markets. Sidetrade is designed to support marketing leaders truly leverage their performance using AI.

"The value AI delivers is insights so that B2B companies can provide a greater customer experience while at the same time profitability increasing their revenue," said Kelly Brown. *"At the B2B Marketing Expo we will showcase the potential of AI to improve sales and marketing efforts. With insights-driven recommendations, our customers can focus on the best prospects and identify new opportunities for growth."*

B2B Marketing Expo is Europe's leading marketing event, connecting marketing professionals with the tools, techniques and innovations they need to be at the forefront of the ever-evolving world of marketing.

To register your interest for Sidetrade's keynote '***Harnessing the power of AI in your demand funnel***', or schedule a meeting with one of Sidetrade's experts please [click here](#) or visit <http://www.sidetrade.com>. Kelly Brown will be pleased to answer any questions you might have.

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About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) facilitates growth by laying the cornerstones of the customer journey: prospecting, sales, loyalty and performance. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called Aimie reveals unseen factors that generate leads, drive sales, improve cashflow 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).

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