Press release

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**imagino leads innovation: Spectacular growth and new features  to help brands redefine their customer experience**

After an exceptional 2024 year marked by 70% growth and the acquisition of 27 new clients, imagino continues its rise, driven by strengthened teams and new features designed to enhance marketers' efficiency and turn customer data into a strategic growth lever for businesses.

**2024: A record-breaking year for imagino**

Founded in 2017, **imagino** has established itself as an innovative player with its customer engagement solution powered by a Customer Data Platform (CDP). In 2024, the company achieved remarkable 70% growth and attracted 27 new clients.

*"2024 was a great year for imagino. We reached a major milestone, demonstrating the relevance of our solutions and the renewed confidence of our clients. These results are the fruit of collective effort and a clear strategy focused on innovation and customer satisfaction. We are more motivated than ever to continue this momentum in 2025,"* says Stéphane Dehoche, imagino’s CEO.

The talents at imagino are the foundation of its growth, as reflected in the 50% increase in employees this year. To support this expansion, the company aims to surpass 100 employees in 2025 while maintaining a similar development rhythm.

Finally, to strengthen its relationships with prestigious brands such as Clarins, Jules, Michelin, Millet, Cogedim, Vertu Motors or Wakelet, imagino appointed Mélanie Dion as Director of Client Relations in 2024. This appointment highlights the company’s commitment to stay close to its clients and ensure their success, as pointed by Laurie Lesavre, Direct to Consumer Director, Future Growth Markets, at Clarins:

*"At Clarins, CRM is an integral part of our DNA. We are driven by a genuine desire to reinvent ourselves and cultivate authentic connections with our customers. imagino aligns perfectly with this approach, helping us continuously enhance the customer experience."*

**An ambitious roadmap to meet customer needs**

In 2024, imagino reached a new milestone by enhancing its platform with key features that improve user experience. These innovations include omnichannel orchestration of customer experiences and AI integration to optimize campaigns—from email content recommendations to tone adjustments—giving brands powerful tools to increase relevance and personalization.

imagino’s library of native connectors has also expanded, allowing the platform to answer clients’ specific needs and use cases, regardless of their technical or data ecosystem. This includes, for example, the addition of the Captain Wallet connector, enabling brands to engage directly with users through dematerialized loyalty cards in Apple Wallet, and DV360, unlocking innovative remarketing opportunities to reach key audiences.

The 2025 product roadmap is as ambitious as in 2024, with new innovative features and a continuous improvement approach to better anticipate customer needs:

* **Text-to-SQL** will automate the generation of complex queries in natural language, making data access easier for business teams.
* **Automatic Insights** will provide instant, intelligent analyses to quickly identify opportunities and areas for improvement.
* **Attribution Report** will offer a clear and precise view of the impact of each marketing action, enabling more informed decision-making.

These innovations will help brands enhance customer engagement by making data-driven decisions based on key performance indicators.

Additionally, imagino continues to develop AI-powered marketing tools through technological collaborations with partners like Snowflake, delivering new and innovative use cases. These include simplifying content production with translation and personalized version creation, enriching semantic analysis for more precise automatic data identification, and integrating dedicated AI agents. These advancements are transforming the user experience while maximizing marketing effectiveness.

**About imagino**

Founded in 2017, imagino is a French company offering a customer data management platform and a campaign management solution designed to connect, unify, and activate customer data. These two tools answer marketing, finance, and customer relationship professionals’ needs, enabling them to deliver a seamless and personalized experience. With automation and a unified view, imagino allows businesses to regain control of their customer data, reducing time to value, minimizing initial investment, and accelerating return on investment.

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