



Press release
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Tilkee presents its latest tool - Tilkee for Marketing

Tilkee, French software publisher specialised in business proposal follow-up and sales process optimisation, announced today the launch of Tilkee for Marketing (available from January 2017 - price on request), following its success with Tilkee for Sales, including clients such as Orange, Cegid, Verspieren and Adecco.

"Created for marketing professionals, Tilkee for Marketing will quickly become the essential tool for people wanting a simple and clever competitive advantage. It aims to increase engagement and efficiency of email campaigns in a way like no other..." said Sylvain Tillon, CEO.

Not only does [Tilkee](#) replace your heavy email attachments with a neat, simple link containing your documents (where the layout of these documents is adapted to your company's design), but you receive real time email alerts every time your client or customer views these documents (including stats on how, when and for how long they view them). Based on this, marketers can gauge the interest of their clients or customers, fine-tune their follow-up depending on the reading behaviour of each individual contact and analyse the success of their email content.

Whether it be an individual email or an entire MailChimp campaign, Tilkee = increased reactivity and increased conversion rate between 10 - 30%.

.About Tilkee

Tilkee is a SaaS solution for business proposal follow-up and commercial optimisation and is integratable into your everyday CRM, messenger and emailing tools. Launched by Sylvain Tillon and Timothée Saumet in 2013, part of the Axeleo acceleration programme as well as integrating French Tech in 2014, Tilkee has 18 employees from 3 different countries in the aim of internationalising its client base.

To find out more: www.tilkee.com

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