

Software

AB Tasty Raises \$40M to Become the Leader in the Experience Optimization and Feature Management Markets

New York, July 22, 2020. The company will reinforce its position as an Experience Optimization leader, significantly expanding its product feature management capabilities to help businesses deliver “Amazon-Like” experiences.

“AB Tasty is announcing a Series C round of funding to revolutionize how companies deliver the best brand and product experiences,” comments Alix de Sagazan, Co-Founder of AB Tasty. With over 900 international clients and 10 offices throughout North America, EMEA and APAC, 60% of AB Tasty’s revenue is now generated outside of France, where it is headquartered.

After moving to New York to oversee AB Tasty’s expansion, Alix de Sagazan and her team grew revenue in the United States by 480% in 2 years. *“With this funding, we will continue significantly investing in our experience optimization and feature management capabilities. We are reinforcing our sales and marketing activities in the US to increase our total addressable market,”* explains Alix.

“Today, we’re proud to say we offer a powerful, AI-driven experimentation, personalization and feature management platform,” comments Rémi Aubert Co-Founder of AB Tasty. *“Tomorrow, we’ll be able to offer even more advanced capabilities based on incorporating more artificial intelligence and automation into our solutions, thanks to our increased investment in R&D.”*

Delivering exceptional customer experiences across digital devices remains a top priority for all companies. Rémi Aubert, Co-Founder of AB Tasty, elaborates: *“As all companies are becoming digital they need the tools to continuously deploy, personalize and experiment with new features. AB Tasty’s solutions respond to the market’s omnichannel demands intuitively and efficiently”.*

“We’re confident about taking the next step with AB Tasty, based on our years of working together, the quality of their products and our relationship,” comments Benoit Bouffart, Chief Tech & Product Officer at e.Voyageurs SNCF. *“We were excited about Flagship (AB Tasty’s feature management solution) straight away, since the solution allows for significantly more flexibility (progressive rollout, cross-device testing) to support our mobile-first strategy.”*

“Flagship lets us deploy A/B tests in a much more agile way and lets us imagine user journey tests that more accurately mimic the reality of our clients’ experiences,” elaborate Ingrid Peiniau, Head of Customer Experience at Oui.SNCF and David Ruiz, Customer Experience Director at e.Voyageurs SNCF.

“Flagship is a game changer for product and technical teams looking to innovate and safely release code at the fast pace the market demands,” concludes Rémi.

The fundraising of \$40 million is led by **Credit Mutuel Innovation** with participation by existing investors Korelya Capital, Omnes, Partech and XAnge. The total investment raised by the company has reached \$64 million to date. **“Even as the COVID-19 pandemic took root, AB Tasty continued to deliver value and remained true to its company values,”** explains Julien Coulon, CEO of Crédit Mutuel Innovation. **“This positive experience reaffirms our commitment to support AB Tasty’s growth and consolidate its position as a global leader,”** adds Cyrus Contant, Senior Associate at Crédit Mutuel Innovation.

Media Kit

<https://www.abtasty.com/pages/media-kit-series-c-fundraise/>

Media Contact

Robin Nichols, Content & PR manager

robin@abtasty.com

LinkedIn 

Twitter 

Instagram 

Facebook 

About AB Tasty

AB Tasty is a global leader in feature management, experimentation and personalization solutions, helping businesses launch better products faster and drive more conversions, engagement and revenue on all their digital assets and channels. We provide marketing, product and technical teams with a comprehensive brand and product experience optimization platform, allowing them to turn website, mobile or application visitors into customers, subscribers or leads, while delivering outstanding customer experiences, aligned with business KPIs. AB Tasty’s customer list includes Ashley Furniture, Kiehl’s, Sephora, USA Today, YSL Beauty, as well as more than 900 global enterprises. To learn more, please visit www.abtasty.com

About Crédit Mutuel Innovation

Crédit Mutuel Innovation is the evergreen venture capital entity of Crédit Mutuel Equity (€3.5 billion in capital). We invest €1-20M in life science, digital and deeptech companies from seed to growth stages. We support bold and ambitious entrepreneurs to develop their growth potential with our worldwide ecosystems (our 350+ portfolio companies, our abroad subsidiaries, 150+ largest global corporates, and the best-in-class experts). Because it takes more than 5 years to turn a startup into a global leader, we invest our own equity and ensure durable partnerships with visionary leaders.

Read more about us: www.creditmutuelequity.com/en

About Crédit Mutuel Alliance Fédérale

Crédit Mutuel Alliance Fédérale comprises the Centre Est Europe (Strasbourg), Sud-Est (Lyon), Ile-de-France (Paris), Savoie-Mont Blanc (Annecy), Midi-Atlantique (Toulouse), Loire-Atlantique et Centre-Ouest (Nantes), Centre (Orléans), Normandie (Caen), Dauphiné-Vivarais (Valence), Méditerranéen (Marseille) and Anjou (Angers) federations. Massif Central (Clermont-Ferrand) and Antilles-Guyane (Fort-de-France) federations will join it on January 1, 2020. Crédit Mutuel Alliance Fédérale also encompasses Caisse Fédérale de Crédit Mutuel, Banque Fédérative de Crédit Mutuel (BFCM) and all its subsidiaries, in particular CIC, Euro-Information, Assurances de Crédit Mutuel (ACM), Targobank, Cofidis, Banque Européenne de Crédit Mutuel (BECM) and CIC Iberbanco.

Contributors :

Julien Coulon : CEO - julien.coulon@creditmutuel.fr

Clément Combal : Investment Director - clement.combal@creditmutuel.fr

Cyrus Contant : Senior Associate - cyrus.contant@creditmutuel.fr

Legal Counsel :

Duteil Avocats (Benoit Lespinasse)

About e.Voyageurs SNCF

e.Voyageurs SNCF houses the full range of the SNCF group's client-oriented digital capabilities, driven by the French leading e-commerce player OUI.sncf, the international expertise of Rail Europe, the MaaS & New Mobilities Programme as well as the service offering of the SNCF Assistant since June 2019: the new version of the SNCF app enhanced with new mobilities to allow customers to securely find and pay for their itinerary, travel and get real-time information on their journey. e.Voyageurs SNCF achieved business volumes of €5 billion in 2019 and sold 122 million train tickets.

About Korelya

Founded in 2016 and chaired by Fleur Pellerin, Korelya Capital is a pan-European Growth VC fund that supports tech scale-ups in their development with the ambition to create unicorns in Europe (Devialet, Bolt, Glovo, Showpad, Kayros...). It also offers them an opportunity to develop in Asia through its team and network in Seoul. www.korelyacapital.com

About Omnes

Omnes is a leading Paris-based European investor in private equity and infrastructure. With €4 billion of assets under management, Omnes provides SMEs with the capital needed to finance growth. The firm has dedicated investment teams across three key areas: Venture Capital, Buyout & Growth Capital and Infrastructure. Omnes is owned by its employees. Omnes is committed to ESG issues and has set up the Omnes Foundation in aid of children's charities. It is also a signatory to the United Nations Principles for Responsible Investment (PRI). www.omnescapital.com

Media Contact : Gaëlle de Montoussé - gaelle.demontousse@omnescapital.com - + 33 (0) 6 19 94 65 29

About Partech

Partech is a global investment firm with a portfolio of almost 180 companies spread across 30 countries in Europe, the US, Africa, and Asia. The Partech team brings capital, experience, strategic support, and networks to entrepreneurs at every stage of development: seed, venture, and growth.

See Partech's current portfolio: <https://partechpartners.com/companies/>.

For media enquiries: Isabelle Tresson - itresson@partechpartners.com - +33 (0) 7 86 08 85 85

About XAnge

As a leading European venture capital firm based in Paris and Munich, XAnge invests in innovative technology companies operating in the digital consumer, enterprise data, fintechs & deeptechs. XAnge is part of Siparex, an independent private investment group with €2bn under management. www.xange.fr