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Launch of « Bilendi Sample Management v. 2.0 » integrating artificial intelligence

Paris, 1st October, 2019

Bilendi announces the implementation of a new version of its sampling platform « Bilendi Sample Management » integrating new functionalities based on artificial intelligence.

This new software makes it possible to build even more complex samples on the distribution required by our customers, regardless of the number of variables.

The use of statistical models on which the platform is based makes the selection algorithms even more relevant, ensuring the representativeness and quality of the samples, as well as a vastly improved user experience for our panelists.

Bilendi Sample Management calculates ...

The new version of the software allows to combine an unlimited number of distribution variables generating an unlimited number of individual crossed combinations, whilst adhering to our panel usage rules (i.e. maximum number of invites per members and per week / limited number of invites to surveys on same category / exclusion of members participating in previous studies...).

The platform manages millions of panelists in 12 European countries and hundreds of millions of behavioural and declarative "first party" data. It is used daily by Bilendi teams in Europe to generate complex requests on thousands of individual cross combinations that are performed within a few seconds.

Bilendi Sample Management predicts ...

The software is used on qualified Bilendi databases to select the appropriate panelists from more than 2,000 profiling criteria. Through automatic learning processes ("machine learning") based on the history of the activity of members, we can predict the behaviour of each sample. Thus, each member is assigned with an individual probability of participating in the next survey and this information is updated in real time.

The goal is to select the required number of members to invite in total and per variable. In this way, the members participating in the survey will have the requested distribution in order to meet the sample objectives. It also ensures that participants are contacted neither insufficiently or too frequently.

The platform includes a sample extraction module and a multi-channel routing module, allowing invitation on specific batches, as well as automated scenarios at a predefined date and time, on the selected channels: e-mail, Bilendi mobile app notification, SMS, Bilendi mobile app display or publishing to websites.

Marc Bidou, CEO of Bilendi, declares: « This new software, developed by Bilendi's internal R & D team, is one of the most advanced artificial intelligence tools in the industry. By better sampling, it greatly improves the quality of the samples of panelists contacted to respond to our clients' inquiries, the operational efficiency of Bilendi, whilst additionally developing the quality of our databases ».

About Bilendi

At a time of rapid increase in the volumes, variety and speed of data being transmitted and exchanged, **Bilendi** brings an innovative and technological solution for collection, management and monetisation of that data. **Bilendi** is strategically positioned at the heart of data collection for two market segments: Services For Market Research and Services for Customer Engagement and Loyalty. With operations in France, the United Kingdom, Germany, Italy, Spain, Morocco, the Nordic countries (Sweden, Finland, Denmark) and Belgium, the group also operates in Switzerland, Austria and Norway. In 2018, **Bilendi** achieved a turnover of € 29.3 million. The group is listed on Euronext Growth Paris.

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