

Please find here a news release issued today by SEKO Logistics:

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## SEKO LOGISTICS PARTNERS WITH RETAIN.ME TO GIVE ECOMMERCE CUSTOMERS A SMART NEW MARKETING CHANNEL TO DRIVE SALES

**SEKO Logistics is offering ecommerce customers the opportunity to increase sales and build consumer loyalty through a partnership with Retain.me using their new SmartSlips™ Technology to replace traditional and increasingly obsolete delivery notes.**

A SmartSlip™ is a full colour, printed document which combines both transactional and marketing content that is personally relevant to each individual customer based on their web browsing behaviour. SmartSlips™ offer a completely new channel for marketing and are designed to encourage repeat purchases and to build brand awareness and loyalty. Retailers using SmartSlips have seen increases of between 10-23% in purchases from existing customers.



David Emerson, Group Sales & Marketing Director at SEKO, said: "With pressure on retailers to make their customer acquisition budgets go further and

achieve more, we see SmartSlips™ as an effective way to help our ecommerce customers generate more sales. As the launch customer of SmartSlips™ in the UK, we can offer a new and innovative marketing channel for clients which will help add sales to their top line without any integration headaches to worry about. We take care of that at the Distribution Centre. We're looking forward to working with

Retain.me to roll out SmartSlips™ to all customers we believe can benefit from this great new technology."

Every SmartSlip™ delivery note is bespoke to the end-customer and has multi-language capability to cope with international orders. They are batch-produced dynamically, in line with existing pick/pack and dispatch processes, scanned and sent out with all customer web orders.

Andrew Curran, CEO at Retain.me, points out: "Some customers will opt out of marketing campaigns but every customer will get a SmartSlip™ with their order so no opportunity is missed. SEKO is a great launch partner for us because of its leading position in retail and fashion ecommerce and its own best-in-class technology. Implementing a partnership with Retain.me goes one step further in personalising and improving the customer experience and is a perfect fit with the ethos and technology that are the foundations of SEKO. We see great potential to drive incremental revenue for their retail clients.



SAMPLE SMARTSLIPTM  
Retain.me/ SmartSlipSimulation

"The SmartSlip™ solution maximises the huge and previously missed opportunity to engage with customers at their most receptive time. By simply replacing a standard delivery note with a high quality colour document, intelligently personalised to each customer, the content is designed to drive customers back to store and produce a significant ROI."

-ends-



Intelligence Delivered

# News Release

[www.sekologistics.com](http://www.sekologistics.com)

## About SEKO Logistics

**We provide a suite of logistics services which enable you to use your supply chain as a competitive differentiator. As a customer centric organization, we are powered by the expertise of our people and our in-house-developed, best in class, customizable technology.**

It is this combination which gives SEKO its strength. With over 120 offices in 40 countries worldwide, SEKO's unique shareholder management model enables you to benefit from our specific industry sector expertise, coupled with vital in-country knowledge and unparalleled service at the local level. This unique model provides you with:

- Hands-on service and support
- Personal relationships
- Creative, customized solutions
- Responsiveness and reliability
- Flexibility and consistence

We have a flat management structure, with just three layers between you and the CEO, making us 'fast on our feet' in delivering solutions that can meet your exact requirements. This lean and nimble structure increases our decision-making speed and gives us an ability to implement customized solutions which far exceed those of our competitors. For more information visit our website [www.sekologistics.com](http://www.sekologistics.com)

## About Retain.me

**Retain.me was created by retailers, for retailers. We have a deep understanding of e-commerce metrics and the need to maximize Customer Life-Time value in retail. Retain.me is focused on customer retention by delivering a better customer experience, driven by personalisation technologies. Our technology enables retailers to replicate the online experience in print, and maximize the existing tools already in use.**

Addressing the final stage of the customer journey: Post delivery or 'the moment of consumption', our mission is to improve the customer experience and deliver highly relevant marketing content, specific to the individual customer. The core product is the SmartSlip™ which replaces the increasingly obsolete delivery note.

Retain.me offers its retail clients a demonstrable Return on Investment in both the immediate and longer term, whilst substantially improving the overall Customer Experience.