

**DATE**

December 13, 2016

**SECTORS**

Technology & Software

**DEAL TYPE**

Private Capital

**DEAL LOCATIONS**



# DC Advisory advised Eulerian Technology on its investment from ISAI and ISATIS



Eulerian Technologies, the French leader in the analysis and real-time optimization of e-marketing operations, has received an investment from the Growth Equity Fund of ISAI Gestion. The transaction also included a debt financing provided by ISATIS Capital. co-DC Advisory\* advised Eulerian alongside European investment bank Bryan, Garnier & Co, which acted as lead investment banker on this transaction.

Founded in Paris in 2002, the Company specializes in data collection and activation for real-time analysis and optimization of e-marketing operations. It has a complete technology platform of solutions from online and offline data collection to a DMP (Data Management Platform).

With 50 employees throughout France, Spain and more recently Canada, Eulerian Technologies supports more than 130 customers across 35 countries. Clients include offline and online firms, such as FNAC, Voyages-sncf.com, Sarenza, SFR, E.Leclerc, PMU, Loto Québec and Sol Melia Hotels & Resorts.

This transaction will foster its ambitious growth, in France and internationally. The investment will allow the company to develop the most powerful and complete range of technology products in the market and help advertisers make more use of ROI-focused analysis, through better leveraging of the data improving customer message personalization.

We had reached a turning point in our development and in the evolution of the market. This transaction will enable us to maintain our obsession for excellence focusing on needs that are becoming critical for our

| clients.

Emmanuel Brunet  
CEO, Eulerian Technologies

*\*Find out more about DC Advisory >*