



Press release



July 2021

Qualifio is delighted to have signed 34 new customers so far in 2021

After a fairly complicated year in 2020, with the commercial repercussions of the global pandemic, Qualifio, the Belgian SaaS platform specialised in interactive marketing and data collection, is taking stock during the summer months, and is pleased with the positive results generated since the beginning of the year.

With over 400 B2C and media brands, based all over Europe, using the online platform since its creation in 2011, Qualifio has welcomed just over 30 new strategic customers on board since January 2021.

Since the beginning of 2021, Qualifio has signed 34 new strategic customers, from all over Europe, and even some from further afield. And they're quite something! Mostly



spread across 3 main sectors, sport, banks and insurances, and media brands, the following companies are amongst the new Qualifio users: L'Express, the French daily newspaper; the French rugby federation; Europ Assistance, the Belgian insurer; Oud Heverlee Leuven (OHL), the Belgian Pro League football club; Olympique Lyonnais, the French League one football team; Funke, the German media group; [Unidad Editorial Publicidad](#), the Spanish media conglomerate; Alektum, the Swedish bank; Respire, the French cosmetics company; Arriva, the Dutch public transport company; and even an Argentinian company: Group Clarin, the largest media conglomerate in Argentina.

According to Quentin Paquot, CEO of Qualifio: *"With the scheduled disappearance of third party cookies, combined with the after-effects of GDPR, digital marketing players are in full swing! Large brands and media companies are now focussing much more on data collection and qualification, within the bounds of GDPR. And that's at the heart of everything we do, so we're delighted that our platform can help these new customers to reach their data and marketing objectives."*

About Qualifio

[Qualifio](#) is the market-leading SaaS platform in Europe for audience insights, data collection and interactive marketing. Qualifio users can easily create and publish their interactive content (quizzes, games, surveys, polls and over 50 other innovative formats) on all their channels. The platform enables B2C brands and media companies to engage with their online communities, and is used by over 400 companies in Europe. Qualifio has been ranked in Deloitte's Technology Fast50 for 3 consecutive years, and is considered as one of the fastest growing technology companies in Belgium. Their customers include: Paris Saint Germain, LOSC, Purina, Dixons Carphone, DPG Media Services, D'leteren, Delhaize, Unilever, Nestlé and L'Oréal.

To find out more, visit <https://qualifio.com>

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