PRESS FILE

DESelect

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Intro:
fast and efficient segmentation for marketers

DESelect helps marketers define the right target group for their communications, quickly and efficiently. That mission has lead DESelect to develop a tool designed for users within large companies, offering them an extremely user-friendly way to segment their customer databases within the Salesforce Marketing Cloud. As such, the DESelect platform frees marketers from their dependence on technical experts to set up complicated filters or searches, even in the case of large databases comprising =complex customer data.

DESelect was developed with less-technically minded users in mind, enabling them to immediately deploy the tool within just a few minutes of installation in order to define the right target groups for their campaigns. But even more technically savvy marketers will be able to make full use of the DESelect platform to virtually halve the time it takes to segment their data, enabling them to launch campaigns up to 20% faster.

DESelect saw daylight for the first time in November 2019 in Antwerp, Belgium and less than a year later had already become an official Salesforce partner. The applications run on the Salesforce Marketing Cloud and can be found on the Salesforce AppExchange.

DESelect is currently undergoing exponential growth and expects to quadruple its turnover in 2021. The company's client portfolio currently includes a mix of large multinationals, non-profit organizations, and universities. In addition to further growth in Europe, the company's founders, Anthony Lamot and Jonathan van Driessen have their sights set on expansion across the Atlantic, starting with the opening of their first US office.

1   Solutions

DESelect helps marketers define the right target groups with greater speed and efficiency

a
Innovative technology

DESelect gives marketers the ability to segment their data very intuitively via selections. In so doing, the tool not only enables the centralization of multiple data sources but also the use of complex and advanced filters in order to generate entirely new segments.

What's more, the DESelect segmentation tool is extremely easy for companies to implement. The application is installed form them and is ready for use in a mere 30 minutes. Relevant data extensions are merged seamlessly, enabling specific values to be adjusted and defined, which in turn leads to an even higher level of personalization.

At the same time, the tool lets users indicate people that shouldn't be contacted. In times of communication overload, it is often equally important to not drown prospects in a flood of mails or marketing messages, in order to avoid marketing fatigue.

DESelect completely does away with the need for Structured Query Language (SQL) queries when segmenting customer data in the Salesforce Marketing Cloud. Which also means that marketers can segment their data up to 50% faster!

The tool also offers full plug-and-play compatibility thanks to full integration in the Salesforce Marketing Cloud. Which means once it's installed, users no longer have to enter or modify their own data.

b
Faster, more effective, more transparent

According to first user experiences, DESelect enables customer data to be segmented up to 50% faster.

The tool also does more than just boost the quality of marketing campaigns but also accelerates their launch by up to 20%.

And what's more, it does so without any hidden costs whatsoever. Once DESelect is installed and integrated, there are no further maintenance fees.

The improved user experience also accelerates its adoption by users.

And thanks to the tool, companies no longer need to call on external experts to generate SQL queries of their databases.

1 Solutions

DESelect helps marketers define the right target groups with greater speed and efficiency

c
What's new?

Quick Search in Salesforce Marketing Cloud

Among its many intelligent solutions, the DESelect's Quick Search Chrome extension enables searches of everything that has typically been difficult to find within the Salesforce Marketing Cloud: things like Content Builder objects, data extensions, query activities, data filters and automations.

Imagine: you looking for a particular data extension but you only remember part of the name and have forgotten in which folder you saved it. While the Salesforce Marketing Cloud's own search function is rather limited, because you can only scan one folder at a time, SFMC Quick Search lets users search all folders simultaneously, even if you only know part of the file name.

DESelect certification

DESelect recently launched a certification program for both implementation partners and clients. The program offers in-depth training, giving participants an instant feel for the capabilities of the DESelect tool and the confidence to get the most out of their Marketing Cloud. Without the need for any coding and via the simple drag and drop function for which the DESelect platform is renowned. The program is currently offered in beta version for a selected group of clients, consultancy companies and agencies that are specialized in the Salesforce Marketing Cloud. Other interested parties are already able to register their interest for upcoming training sessions via the website.

DESelect Connect

In 2021, DESelect will also launch DESelect Connect, a tool that will give marketers a quick and easy way to integrate multiple apps and data sources in the Salesforce Marketing Cloud via API or FTP.

This new tool with intuitive point-and-click functionality will also be available via the AppExchange.

In the longer term, DESelect also aims to offer full integration with the new Salesforce CDP.

2 Pricing and plans

DESelect works according to a flexible pricing model, based on three main plans: Enable, Plus and Advanced. Each of which is scaled according to the added value it offers DESelect's clients.

The cost of a monthly Enable subscription is 700 USD per Salesforce Marketing Cloud account. The two more expensive plans – which naturally also offer a lot more features – are offered at 1400 and 2100 USD per month. Discounts are available for non-profit organizations.

3   Salesforce Marketing Cloud

It's no coincidence that the Salesforce Marketing Cloud (SFMC) is currently the world's most popular marketing application. The platform offers an incredibly wide range of possibilities and combines that multifunctionality with unprecedented flexibility. The Marketing Cloud, for example, not only enables marketers to define their own data models but is also perfectly capable of integrating or uploading multiple data sources in the form of so-called data extensions.

That enormous flexibility, however, brings a number of challenges along with it. Many operations in the Marketing Cloud are dependent on so-called SQL queries. Things like segmentation, personalization and even reporting each require a separate SQL query in Marketing Cloud, so that marketers can filter, enrich, or combine the above-mentioned data extensions.

Very few users or teams, however are that familiar with writing, testing and debugging such SQL queries. Which means they have to invest quite a lot of time and energy into it, not to mention accept a relatively high margin of error. Moreover, marketers typically depend in part on what are often external technical experts.

And that is precisely DESelect's added value. Thanks to the tool, users can perform these tasks 50% faster, while continuing to make full use of the many possibilities afforded by the Marketing Cloud. Moreover, DESelect enables marketers to segment, target, and personalize their communications independently and with more creativity. For campaigns that deliver greater return on investment.

Anthony Lamot,
Founder and CEO of DESelect:

"Specifically within the category of marketing & commerce, the worldwide market for Software as a Service applications is expected to grow from $24 to 41 billion over the next 4 years. And within that category, Salesforce has succeeded in booking no less than 36% in annual growth over the past 4 years. With DESelect, we are well and truly surfing the same wave, as is demonstrated by the ever-increasing worldwide demand for our products and services."

4   DESelect customers

Despite the fact that DESelect was launched less than 2 years ago, the scale-up has acquired an impressive portfolio of customers from all over the world. All of which are companies and organizations which already use the Salesforce Marketing Cloud on which the DESelect applications are built.

Over the past year, DESelect underwent strong growth predominantly in the EMEA region, with nevertheless growing interest from the US and APAC. With that in mind, DESelect is already planning to open a US business unit in the near future.

At present, DESelect can cite such companies as Volvo Cars Europe, Vlerick Business School, T-Mobile, HelloFresh and A1 Telekom among its recurring customers. A number of universities and non-profit organizations also currently use the platform.

Up until now, DESelect has worked directly with companies that use its products. However, in the future, cooperation with system integrators (SIs) will no doubt grow in importance. After all, it is the task of such SIs to advise their clients on the best tools and solutions to tackle their marketing objectives with greater efficiency.
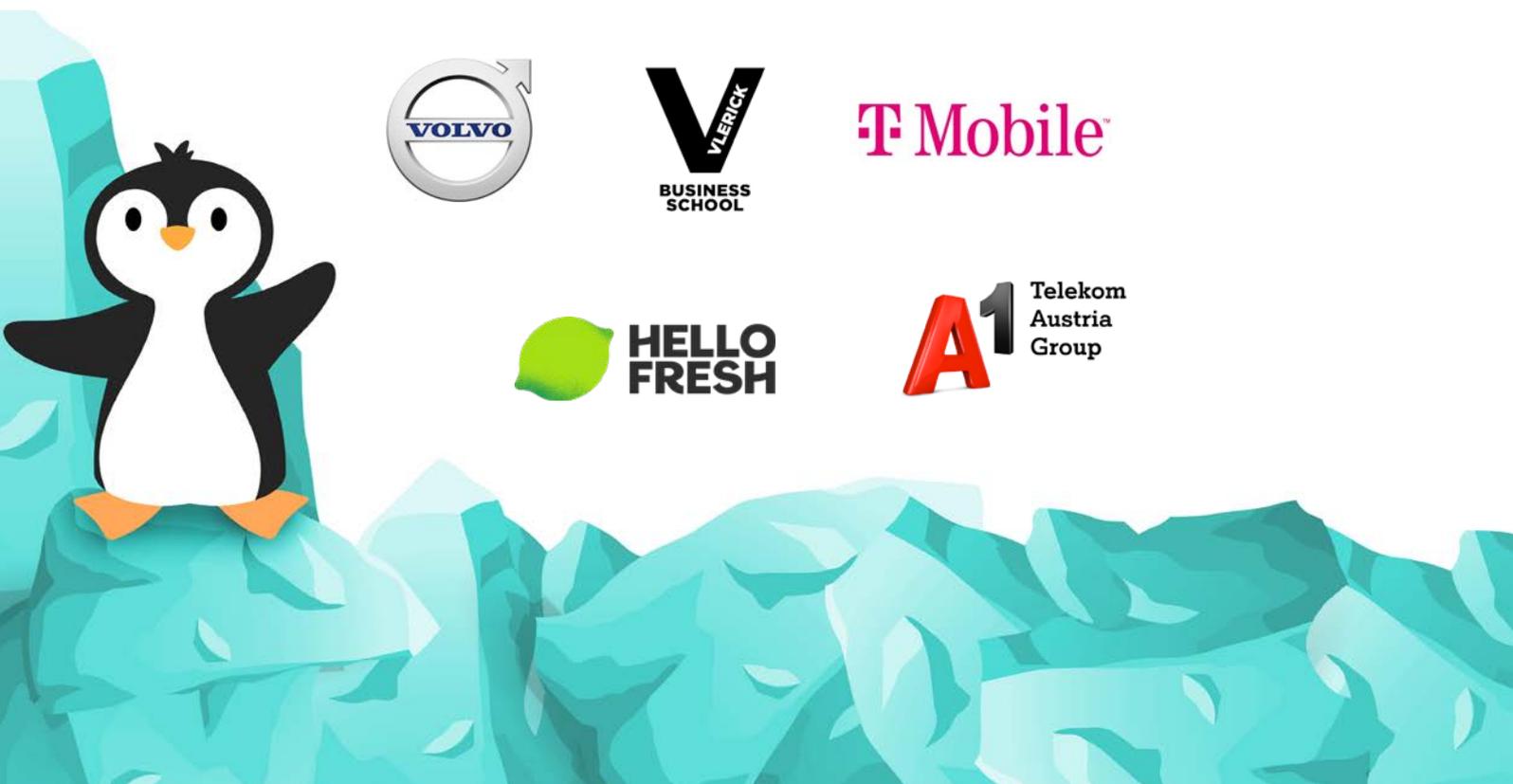
5   The team

Anthony Lamot (CEO) began his career as a consultant at one of the "Big 4" and since then has acquired around 10 years of experience in CRM and marketing automation. Before becoming CEO of DESelect, Anthony was responsible for marketing automation at Toyota Motors Europe. In that role, he oversaw the roll-out of Marketing Cloud in 30 different markets in just 1 years' time.

"Throughout my years as a consultant, in which I came into contact with a large number of companies, it struck me time and time again how so many marketers really struggled to manage and segment their data properly. They would typically hit a wall with regards the limitations of Excel and finally call on the help of an expert to write custom SQL queries. This lead me to go in search of an intuitive and efficient solution for this, one that could naturally be easily integrated in the Marketing Cloud. And so I sat down together with my friend and business partner, Jonathan Van Driessen and together we launched DESelect. The feedback we received from our first customers was extremely positive. They turned out to be full of praise for how user-friendly the tool was and were delighted with the time it saved them."

Jonathan Van Driessen, CTO of DESelect: "The development of new marketing technologies has really taken off in recent years. And in parallel with that trend, we've also seen a rapid shift towards much more digital purchasing behavior. However, paradoxically enough, not all tools have become more intuitive at the same time. On the contrary, a number of functions even became more technical.

To better equip tomorrow's marketers, we therefore see enormous potential in more accessible solutions. Especially in the domain of data processing and direct integration capabilities. Because these kinds of solutions don't just save companies a lot of time, they also open the door to a more personalized marketing approach that until recently was simply not feasible."

Louis Jonckheere (Showpad):

"The dynamic duo behind the company has succeeded in developing a product that not only addresses a real need amongst marketers but is also highly appreciated by those users. I have full confidence that the company has a great future to look forward to."

6   Advisory Council

Over the past few months, a number of big names from the corporate world joined DESelect's Advisory Council, including **Pascal Borremans** (founder of 4C/Wipro Limited) and **Hendrik Isebaert** (COO Showpad).

As well as placing their network at DESelect's disposal with a view towards international expansion, they will also act as ambassadors for the System Integrators with whom DESelect will work more and more closely in the future.

Pascal Borremans (4C/Wipro Limited):

"Especially the enormous growth in the underlying Salesforce Marketing Cloud ecosystem, linked to the fact that DESelect is aimed at complex and mature marketing automation clients are both significant benefits."
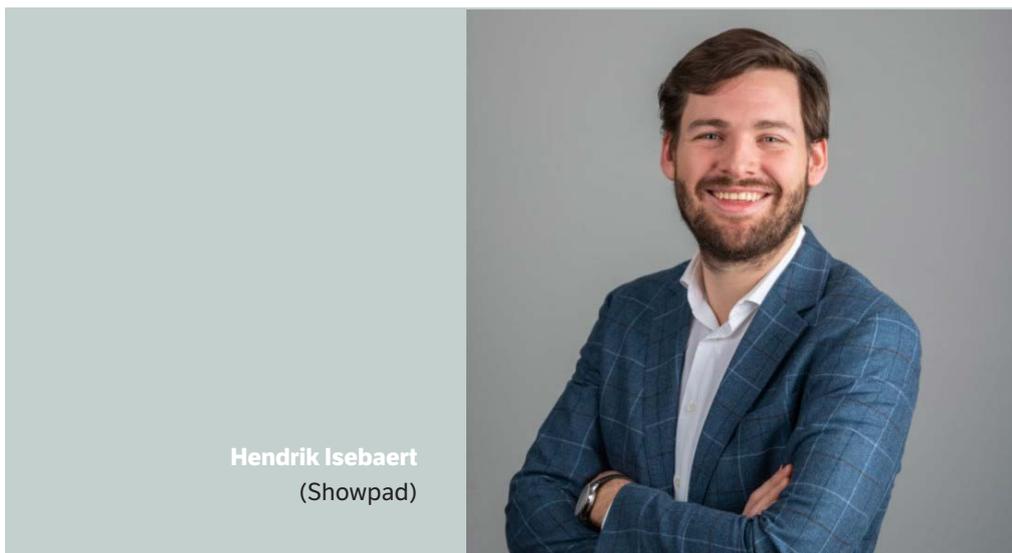
Hendrik Isebaert
(Showpad)

7 Media & contact

Website DESelect:
deselect.com

Blog DESelect:
deselect.com/blog

Video
'How to segment in Salesforce Marketing Cloud without SQL queries'

Listing op Appexchange

Certifiering programma voor SIs

'60 Seconds With DESelect'
A video created by Salesforce itself that already has over 100,000 views.

Persberichten
Belgian captains of industry choose 59 new startups for Start it @KBC.

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