



## lefac.com reinvents its platform and becomes andzup: a digital B2B prospecting booster for communication and media professionals

Paris, 13/04/2023 - andzup, the new B2B brand from TBS group, brings a breath of fresh air to lefac.com with a fully redesigned platform offering a smoother, more dynamic user experience. With this overhaul, andzup enables you to identify and qualify leads in France and Europe, in no time at all. The result is an optimised platform with an intuitive user journey designed to win over new markets.

### A name change in line with the platform's mission

It was time for lefac.com to get a makeover and make way for andzup: a dynamic, positive new brand with an international focus. The more modern name was the obvious choice for the Group's country managers, symbolising a focus on the future for all our partners. This transformation marks an important step in the company's evolution, supporting its development in Europe.

### A versatile solution to boost performance

andzup is more than just a database. It is revolutionising prospecting thanks to its multi-data platform and 360° view of information. The result is structured, customisable content for sales representatives and decision makers seeking new markets. Its unified, intelligent solution helps companies grow, with bespoke, selective results.

### Major developments include:

- Collaborative features
- Restructured first party Data BtoB for a better understanding of the market
- A new segmentation and list management tool
- Customisable push content to target the best leads at the best time
- New real-time content in the form of a news feed
- Responsive customer support that takes account of customer issues

## A new website designed to personalise the user experience

A new redesign could not happen without a new website: with its new interface, andzup offers a full range of informative features dedicated to decision makers: expert articles, newsletters, white papers and even pitchlists. The site offers new ergonomics and a brand new design to improve the user experience.



« With this new identity, we are committed to raising awareness among as many decision makers as possible, supporting them in their prospecting processes through ever more innovative, effective options. We are hopeful that this name change will enable us to communicate our positioning in the market better and continue our growth in the European market. » **Stéphanie Bordier, France Director.**

This overhaul is part of the Group's overall strategy to improve its information systems and continue offering increasingly higher-quality products and services to its customers.

Since 2022, andzup has also developed a Dutch database and strengthened its presence in Germany with the opening of a new office in Düsseldorf. The company intends to continue its expansion, with plans to open new offices in Eastern Europe and Scandinavia.

### About andzup & TBS group:

A leader in the media and communications sector, TBS group offers SaaS solutions in 3 business lines: Data, advertising and subscription, with a presence in France and the main European markets (Italy, Germany, Spain, Belgium and the Netherlands). andzup - a SaaS subsidiary of TBS group - is the division that manages revenue from advertising and audience monetisation. With 500 corporate customers in France and nearly 550 in Europe, andzup has established itself as the European leader.

### andzup Country Managers:

Stéphanie Bordier - sbordier@tbscobalt.com: France and Spain

Gianni Perrotta - gperrotta@tbsbelgium.be: Belgium and the Netherlands

Jacopo Sacco - jsacco@tbsgroup.it: Italy

Coline Guizouarn - cguizouarn@tbsgroup.de : Germany

**Our country managers are available for any further questions or interview requests.**