



**Kameleoon appoints experienced digital marketing executive Martin Harrison  
as first UK Managing Director**

*Largest European personalization technology provider expands  
on back of new funding and identity*

London and Paris, 10 December 2019, [Kameleoon](#), the leading AI-driven personalization and A/B testing platform provider, today announced the appointment of Martin Harrison as its first UK Managing Director to drive its growth into the UK and Northern European markets.

Martin has over 10 years of experience in ecommerce with both agencies and technology providers. Most recently he was Regional Vice President at optimization company Dynamic Yield, building up UK operations for the brand. Previously, he has held senior management positions at CX agency Biglight, ecommerce software provider Greenlight, digital retail agency Salmon (now part of Wunderman Thompson Commerce), SAP and 3Com.

Kameleoon is already the market leader for personalization and A/B testing in France and Germany, with over 450 European customers including Toyota, Lidl, Accor and Axa. Moving into 2020, it is expanding rapidly having recently announced a new identity and €5 million in funding. It is now targeting the UK, Benelux and the Nordic region in five key sectors - ecommerce and retail, media, travel, automotive and financial services.

“There is a fundamental shift now happening in the digital world, driven by the critical success factor of customer experience for a brand’s engagement and sales,” said Martin Harrison, UK Managing Director, Kameleoon. “This means brands need to focus on experimentation, optimization and personalization to drive differentiation and revenues. Kameleoon is ideally placed to help clients seize this opportunity through its world class technology, success across Europe and clear focus on helping brands to grow.”

Kameleoon is a personalization technology platform for real-time omnichannel optimization and conversion. With features including A/B testing, user segmentation, customer behavior tracking and real-time data, Kameleoon helps businesses to increase online conversions and maximize revenue.

“The UK is the largest digital market in Europe, and we see a clear match between our technology and the needs of UK brands,” said Jean-René Boidron, CEO, Kameleoon. “Martin will greatly contribute to leading our growth in Northern Europe, thanks to his unrivalled experience, market knowledge and proven ability to sell.”

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### **About Kameleoon**

Kameleoon enables brands to create truly individual digital experiences, personalizing the customer journey to maximize engagement and ensure brands reach and exceed their marketing goals.

Its personalization platform measures visitors’ purchasing intention in real-time and adapts messages, content, navigation and offers on all channels. With features including A/B testing, manual user segmentation, AI predictive targeting, customer behavior tracking and real-time data, Kameleoon delivers an improved experience for each and every visitor.

Over 450 major companies rely on Kameleoon, making it the top SaaS platform for AI-driven personalization in Europe. These include leaders in ecommerce and retail (Lidl, Cdiscount, Rakuten), media (L’Equipe, Axel Springer), travel (OUI.sncf, Campanile, Accor), automotive (Toyota, Renault, Kia) and financial services (Axa, AG2R, Credit Agricole). Kameleoon is achieving annual three figure growth in both customers and revenues.

For more information visit our [website](#), read our [blog](#) and follow us on [Twitter](#) and [LinkedIn](#).

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