

## Mytraffic accelerates the development of its European footprint

Mytraffic, the French specialist in traffic data insights, is today announcing the deployment of its analytics platform across the UK, Germany, Belgium, Spain and the Netherlands.

To support its international expansion, Mytraffic has recruited Alexandre Giry Deloison as VP, Head of International Sales. Mytraffic thereby consolidates its development after a 3M€ fundraising round and a successful entry into the Italian market earlier this year.

Alexandre brings with him ten years of experience as the International Business Development Director at CrossKnowledge where he led the international growth by opening, defining go-to-market strategies and scaling-up new countries.

Hakim Saadaoui, Mytraffic's CEO explains: *"All across Europe, the retail industry is facing a major crisis. All players, from property developers to shopkeepers, and local authorities, need, more than ever, reliable data to make strategic decisions. We are therefore accelerating our development and aim to become the European leader in traffic data insights"*.

### About Mytraffic

Created in France in 2016, Mytraffic uses the power of traffic data insights (pedestrian/vehicle) in its software as a service (SaaS) platform to help companies make faster and better strategic decisions.

Mytraffic already serves more than 200 customers from many different industries (retail, real estate, consulting companies, cities...) all over Europe, such as Ceetrus, H&M, McDonald's or Lidl, to help them expand and resize their businesses, analyze and predict investment performance, understand their customers' habits and benchmark their results with competition.

<https://www.mytraffic.io/en/>

### Press contact

ÉVIDENCE

Martin Daubard : +33 7 72 14 93 34

[martin.daubard@evidenceparis.fr](mailto:martin.daubard@evidenceparis.fr)