



Fintech Purse completes acquisition of ReachFive to extend its shopping journey personalization capabilities

The payment orchestration specialist acquires the French online identity and customer access management platform.

Lille, March 05, 2024 - Founded in Lille in 2021, Purse is expanding rapidly and today announces its first external growth operation with the acquisition of ReachFive. This union marks a shared commitment to enhance the customer experience.

Purse & ReachFive: the customer experience duo

Purse is a key player in payment orchestration in Europe. Designed to personalize the digital payment experience while simplifying its implementation, its platform offers merchants such as Auchan, Decathlon and Vertbaudet a comprehensive solution for optimizing payment performance.

Thanks to its SaaS technology, its team of payment experts and its network of over 80 international payment partners, Purse makes it possible to personalize, optimize and manage the entire payment process from a single interface. Its platform maximizes conversion and guarantees optimal transaction acceptance.

Purse is the one-stop-shop for payment.

ReachFive, founded in 2015, is a major player in the field of customer identity and access management (CIAM). Its platform is designed to optimize the online user experience.

It provides simplified and secure access to merchant services across multiple touchpoints. Its commitment to seamless user experience and regulatory compliance translates into rigorous consent management and customer data protection.

Equipped with these services, e-tailers can, for example, create a password-free customer account using a telephone, e-mail address or social networking account. A simple link received by the Internet user enables him to connect. The customer journey is deeply improved, as is the conversion rate.

"ReachFive offers a range of innovative services enabling consumers to control their online experience and identity. Depending on their equipment, channel or habits, they can register via a social connector, log in using their biometric fingerprint, or navigate seamlessly across channels via Passkeys, which announces the end of passwords. Our partnership with Purse is a natural answer to our ambition to personalize the shopping experience," comments Jérémy Dallois, CEO of ReachFive.

ReachFive retains its 40-strong team of CIAM experts, as well as its founder and CEO, Jérémy Dallois. Purse will set up a branch in ReachFive's offices in the heart of Paris, and vice versa in Purse's offices in Lille.

"This is an important milestone for Purse. It confirms our shared obsession with delivering an optimal customer experience for purchase, which our joint customers will now be able to benefit from. Like its founder, the ReachFive teams are talented, and I look forward to sharing our growth with them," comments Rami Salem, CEO of Purse.

About Purse

Founded in 2021 by retail and payment experts, Purse is the only French fintech positioned in the promising payment orchestration market. In a payment market that has become complex, Purse offers companies an innovative SaaS solution that transforms payment into an experience at the service of customer satisfaction. With offices in Lille, Paris and Madrid, Purse already works with major international retailers such as Auchan, Decathlon, Chronodrive, Happywhool and Vertbaudet. <https://purse.eu/fr/>

About ReachFive

ReachFive is a leader in **Customer Identity and Access Management (CIAM)**, offering a Cloud solution that transforms the customer experience for companies in all sectors. Its platform facilitates a seamless brand experience, enabling simplified access to offers and services across all touchpoints. It ensures rigorous management of consents and data security, while supporting companies' digital transformation with CIAM expertise. With unified, reliable customer data, ReachFive helps build trusted relationships. Internationally renowned brands such as Leroy Merlin, L'Occitane, Lacoste, E.Leclerc, DFS, Fnac-Darty, La Redoute, Printemps. <https://reachfive.com/>

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