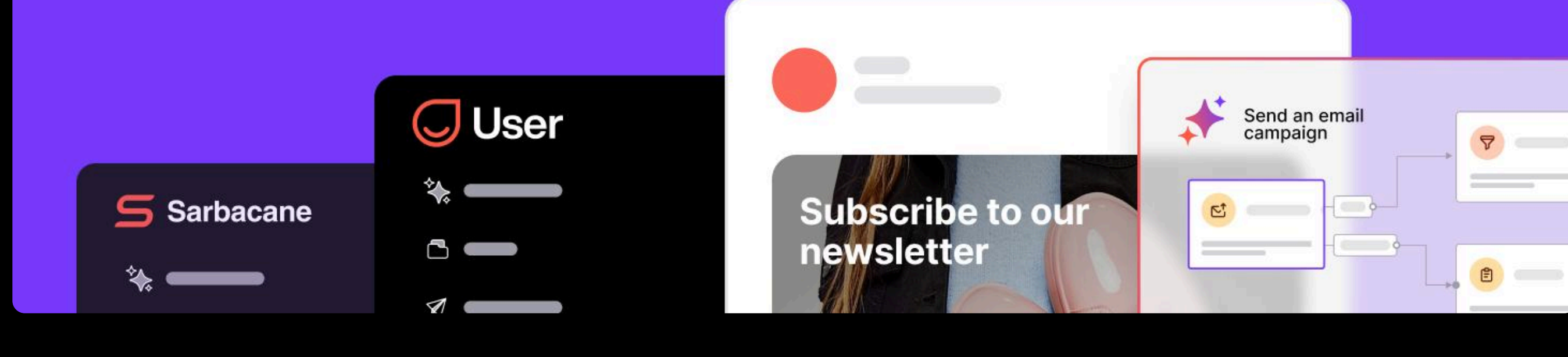


Sarbacane becomes Positive User and opens a new chapter in omnichannel customer engagement

- **A strategic evolution built on continuity:** Positive's founding brand, Sarbacane evolves into User, clarifying Positive's offering while preserving the reliability, deliverability, and customer proximity trusted by thousands of businesses.
- **Advanced marketing automation, democratized:** Positive User makes omnichannel journeys, automation, and behavioral tracking accessible to all teams, without enterprise pricing.
- **European sovereignty and promptless AI by design:** Fully EU-hosted, Positive User integrates always-on AI agents that deliver value without requiring prompts or technical expertise.



Paris and Lille, France – May 26, 2026 – Positive, a European expert in marketing automation, today announced the official availability of Positive User, the new generation of its flagship platform formerly known as Sarbacane.

More than a name change, Positive User reinforces Positive's long-standing convictions, customer proximity, broad access to advanced capabilities, real-world adoption, European sovereignty, and AI that is useful by default. Designed for marketing teams of all sizes, Positive User is a unified marketing and communication platform that supports both simple use cases and advanced omnichannel strategies, while remaining easy to adopt and accessible in terms of budget.

Redefining marketing value standards

Positive User brings together Sarbacane's historical expertise within a more readable, scalable platform aligned with today's marketing practices. Designed as an integrated platform, Positive Positive User makes it possible to structure automated customer journeys across multiple channels, better leverage data from different touchpoints, and manage marketing actions in a more comprehensive way, where these uses were becoming more complex to implement with tools historically focused on email.

As marketing strategies grow more sophisticated, Positive User removes the friction traditionally associated with tools historically centered on email, making advanced use cases accessible without technical complexity. Sarbacane's evolution is thus part of a strategy to streamline and clarify its offering.

Positive User builds on Sarbacane's long-standing reputation as one of the most trusted marketing automation solutions on the market. With a Trustpilot rating of 4.8/5, the platform is consistently recognized by marketers for its reliability, deliverability performance, and customer support quality.

Advanced capabilities, without enterprise constraints

Positive User includes features often restricted to premium or enterprise plans with competing platforms, typically requiring significantly higher budgets with alternative solutions.

Features include:

- Website visitor behavior tracking
- Trigger-based automation
- Multi-step, cross-channel customer journeys

"With Positive User, we are extending our long-standing commitment to building marketing automation that teams actually use. Advanced capabilities should be accessible to all organizations, without enterprise constraints or inflated costs. By focusing on real-world adoption and close relationships with our customers, we deliver a platform that combines performance, simplicity, and a consistently high level of satisfaction."

Paul de Fombelle,
CEO of Positive

This broader access to advanced capabilities does not come at the expense of Positive's core commitments. Reliability, deliverability, customer satisfaction, and European data sovereignty remain foundational to the platform. Fully designed, developed, hosted, and supported within the European Union, Positive User relies on EU-based infrastructure and data governance aligned with the highest regulatory and security standards.

This positioning establishes Positive User as a credible European alternative to non-EU marketing automation platforms, offering a sovereign, GDPR-first approach without trade-offs on performance or innovation.

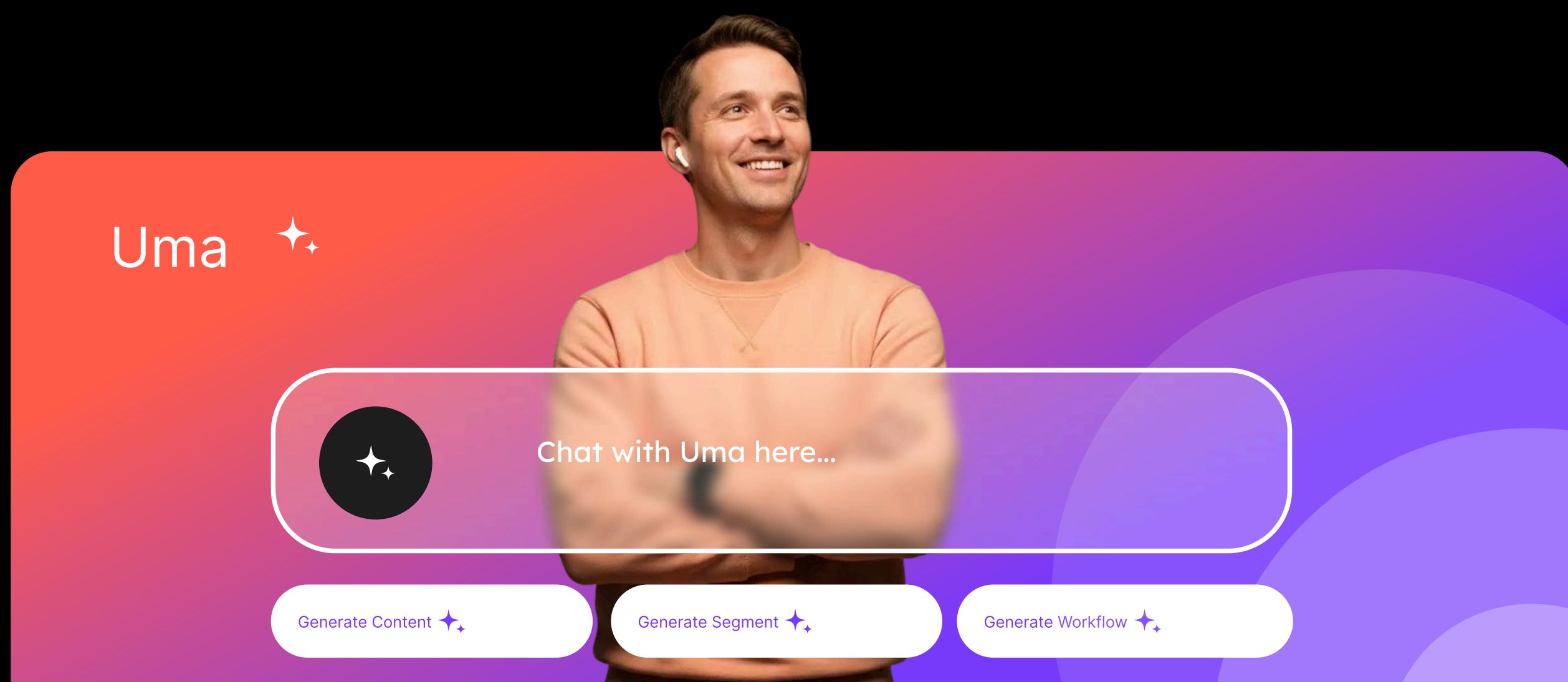
Designed for adoption, not feature accumulation

Positive User prioritizes fast implementation and immediate value. Marketing teams can connect key data sources in just a few clicks and deploy common automation scenarios, such as cart recovery or lead nurturing, in minutes, without technical expertise or lengthy onboarding.

For example, a cart recovery workflow can be created in a matter of minutes, without technical expertise, complex integrations, or lengthy onboarding cycles. This adoption-first design ensures fast time-to-value and high user engagement across teams. This adoption-first approach ensures that features are not just available, but actually used.

Always-on AI agents powering the shift to an agentic CRM

With Positive User, Positive integrates Uma, a new generation of always-on AI agents natively embedded into the platform, representing a decisive step toward what Positive defines as an agentic CRM.



Unlike traditional AI features that require manual prompts or explicit user actions, Uma agents operate continuously in the background, learning from usage, data, and behaviors to proactively support marketers throughout the entire customer lifecycle, from onboarding and campaign creation to optimization and continuous improvement.

Uma supports marketers across: design consistency, content creation, send-time optimization, workflow recommendations, performance analysis, and in-platform guidance, delivering continuous assistance without manual setup or prompts.

By orchestrating these agents within a single, unified platform, Positive User goes beyond traditional marketing automation to deliver an agent-driven CRM experience, one that adapts automatically, reduces operational effort, and improves outcomes over time. This always-on, background-driven approach embodies Positive's vision for the next generation of CRM: intelligent by default, proactive by design, and accessible to SMBs and mid-market companies.



About Positive

Positive is a leading European B2B SaaS company, providing marketing and sales teams with a suite of complementary solutions built around the key drivers of digital growth: Positive Surfer for AI-powered search engine visibility, Positive Iconosquare for unified social media management, Positive User for customer engagement and retention, and Positive Signitic for professional, scalable email signature management.

Majority-owned by its founders and backed by European investment funds, the company has grown fivefold in five years. Headquartered in Lille, Positive employs over 400 people across France, Germany, Italy, and Poland, with customer hosted exclusively in France and Germany in full compliance with European digital sovereignty standards.

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