We Meet

Customer 360°

Unificare i Dati di Prima Parte nel Data Warehouse

CIAO, SONO PAOLO!

LinkedIn

Co-Founder, CIO @ Datrix | CEO & Founder @ Bytek
Runner, I run with wild boars and I also met a bear in Transilvania

DATRIX IN NUMBERS

We are an international AI-powered ecosystem of B2B vertical software companies

We shape cutting-edge AI-based technologies that unleash the value of data to enhance the human ability of understanding reality and guiding future actions.

5
Companies

120+
People

R&D
Specialists
Data Scientists
Data Analysts
Engineers and mathematicians

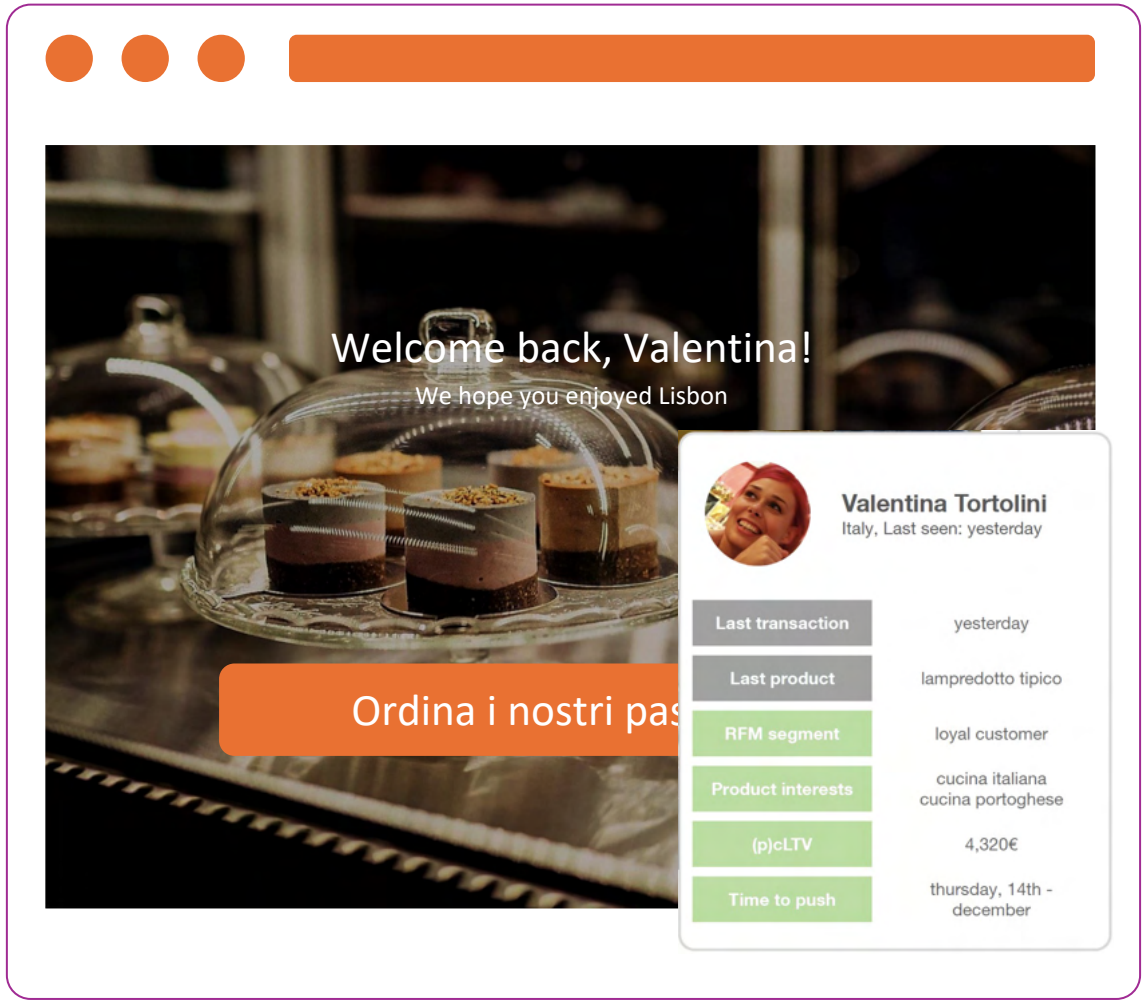
6
Offices

Milan, IT
Rome, IT
Viterbo, IT
Cagliari, IT
New York, US
Dubai, UAE

€ 30M
Of European and National Funds for Research Projects

PROBLEM:

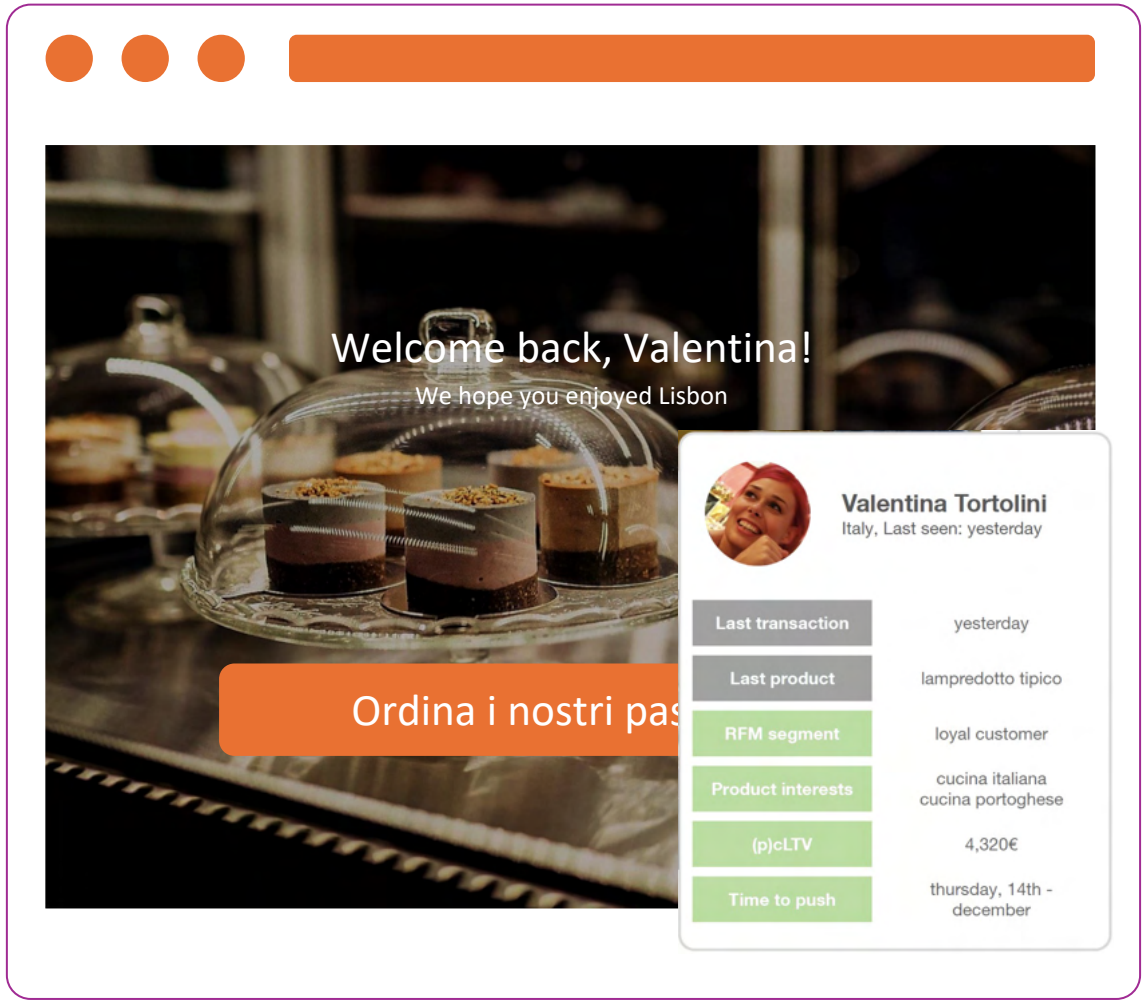
Everyone wants to predict customer behavior and generate memorable experiences.



PROBLEM:

Everyone wants to predict customer behavior and generate memorable experiences.

Only a few are doing that.



FACT #1

There are many different tools to integrate, and data are placed in many different silos

FACT #2

Marketers want to use their own tools

“I already use a lot of tools and dashboards. I don't want another dashboard or nother tool to use, I want all the tools I use to be integrated with each other.”

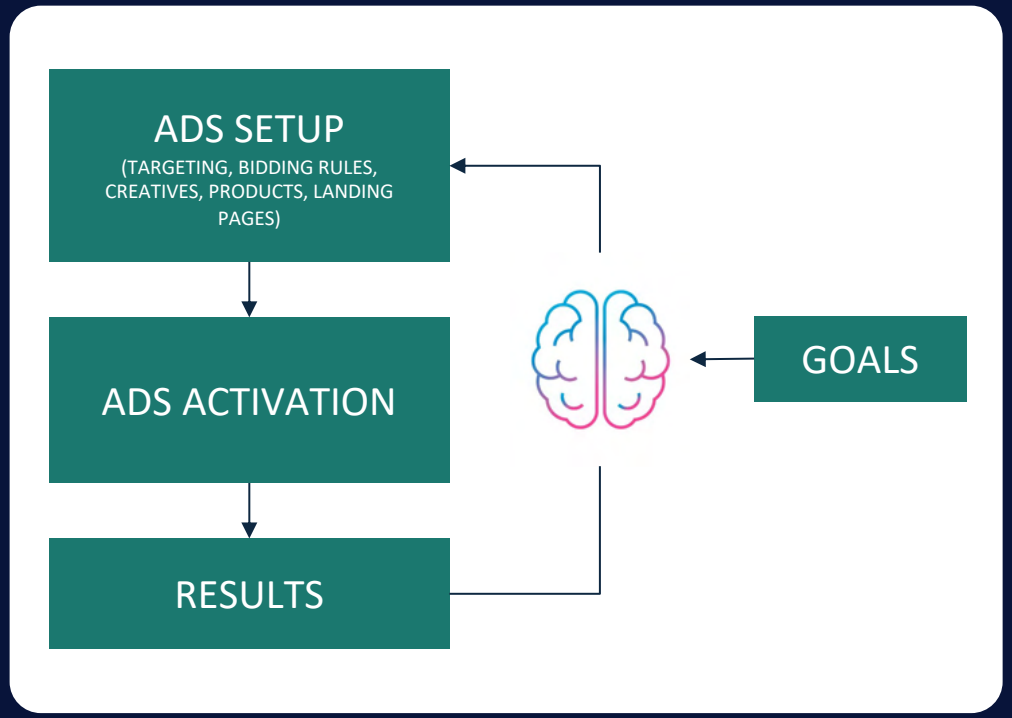
Marketing Director,
ByTek customer Interview
at the beginning of 2022

FACT #3

Privacy-first design and data ownership are a top priority for enterprises

FACT #4

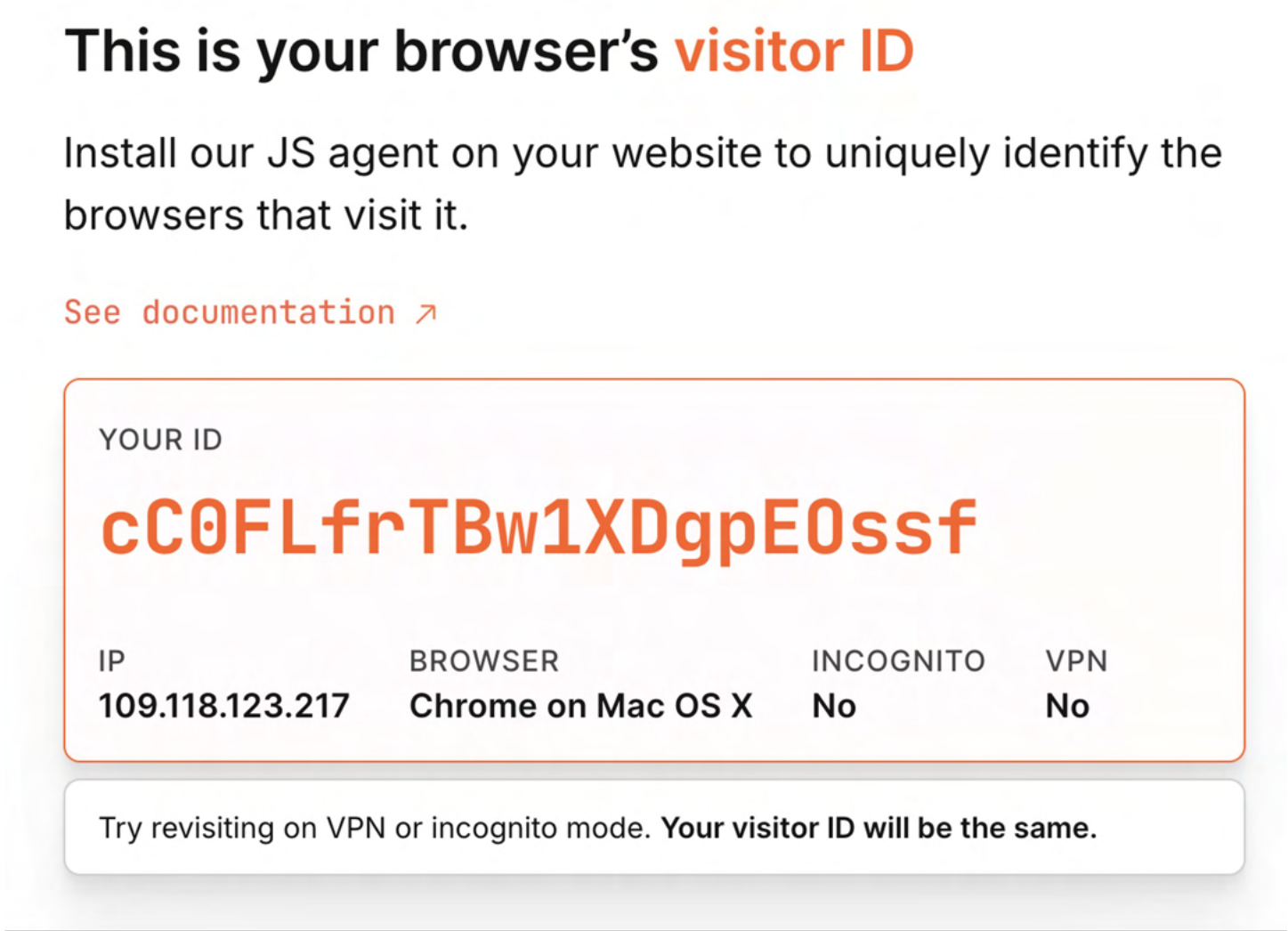
Marketing and advertising platform are increasingly automated



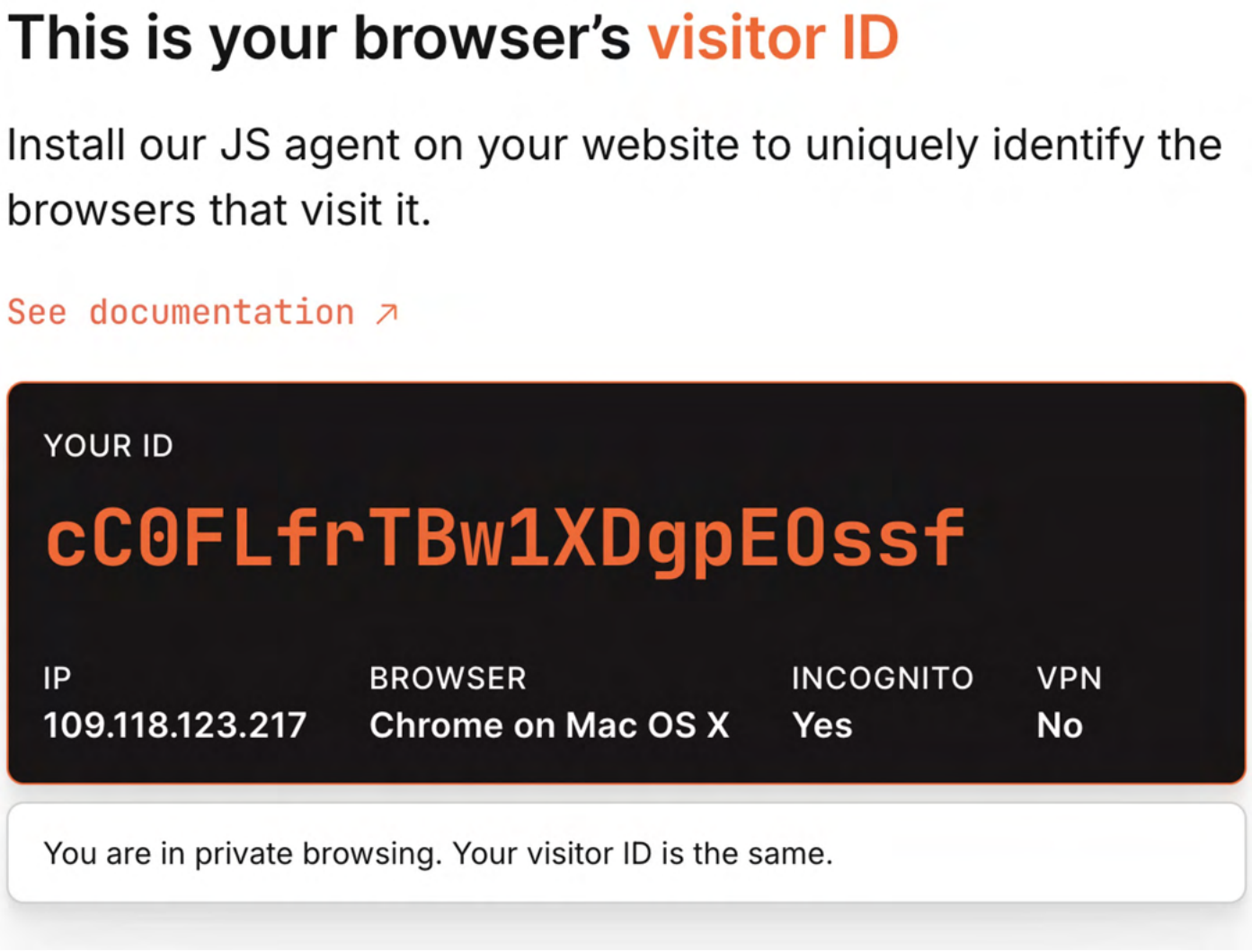
Generate competitive advantage by leveraging data


USING EXTERNAL DATA TO ANALYSE THE MARKET AND SPOT COMPETITORS' MOVES
USING INTERNAL DATA TO GUIDE EXTERNAL AI, INCREASE MARKETING EFFICIENCY AND PERSONALIZATION

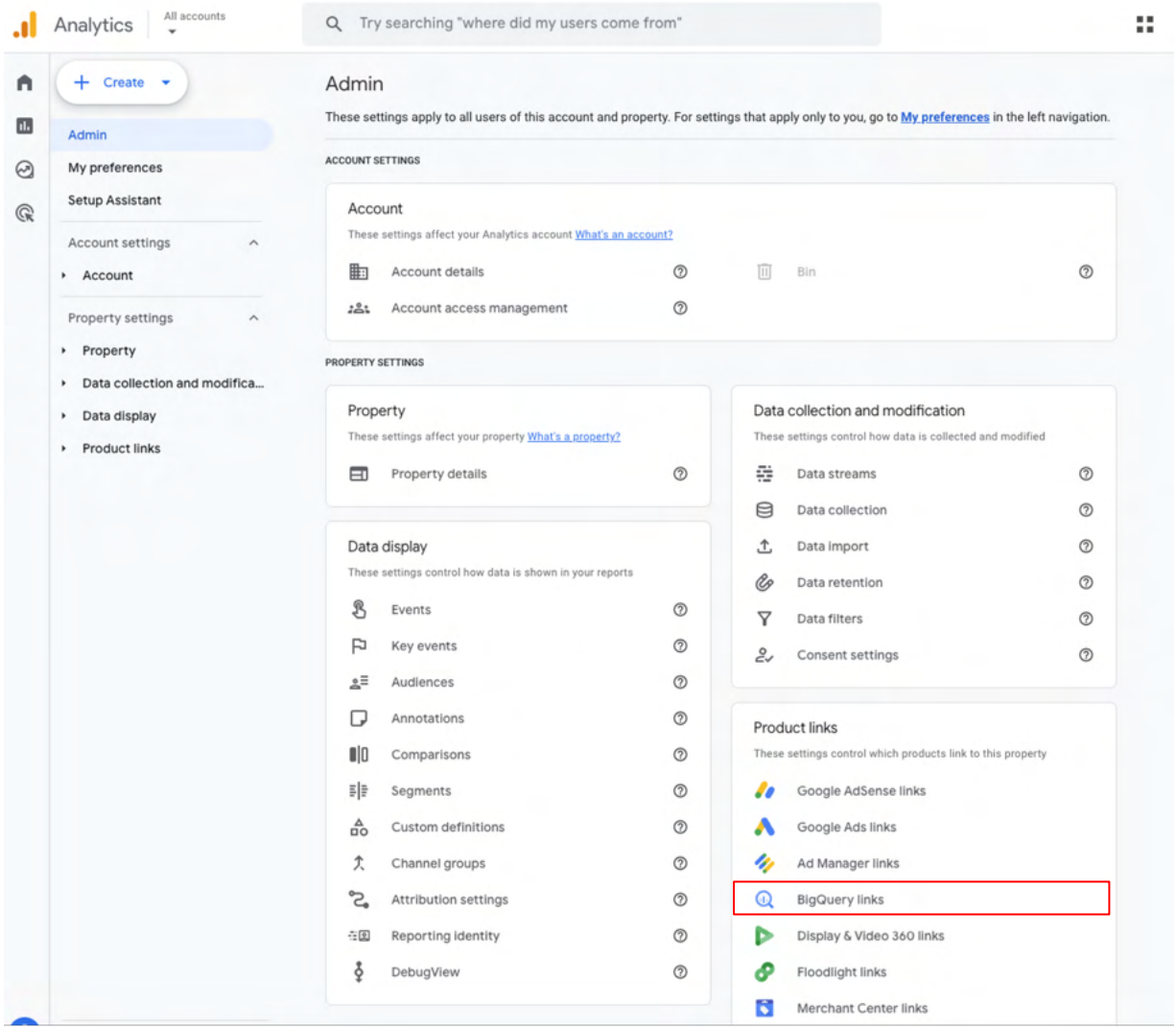
Add persistent IDs

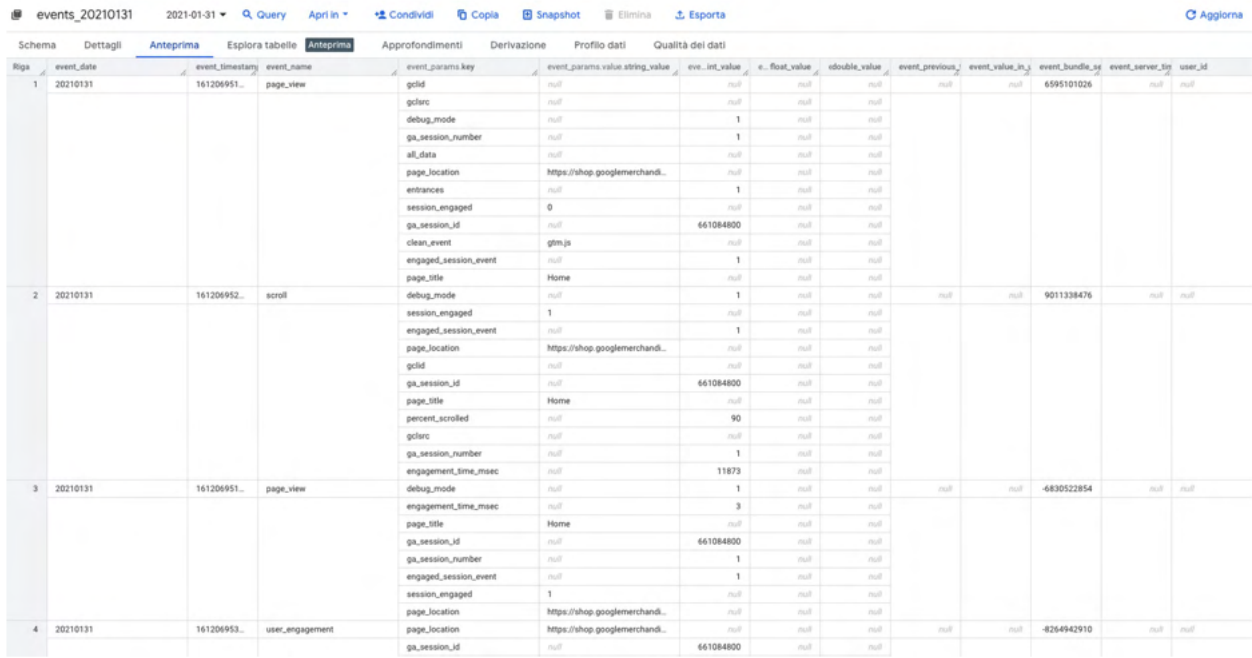


Add persistent IDs



Export your data into BigQuery





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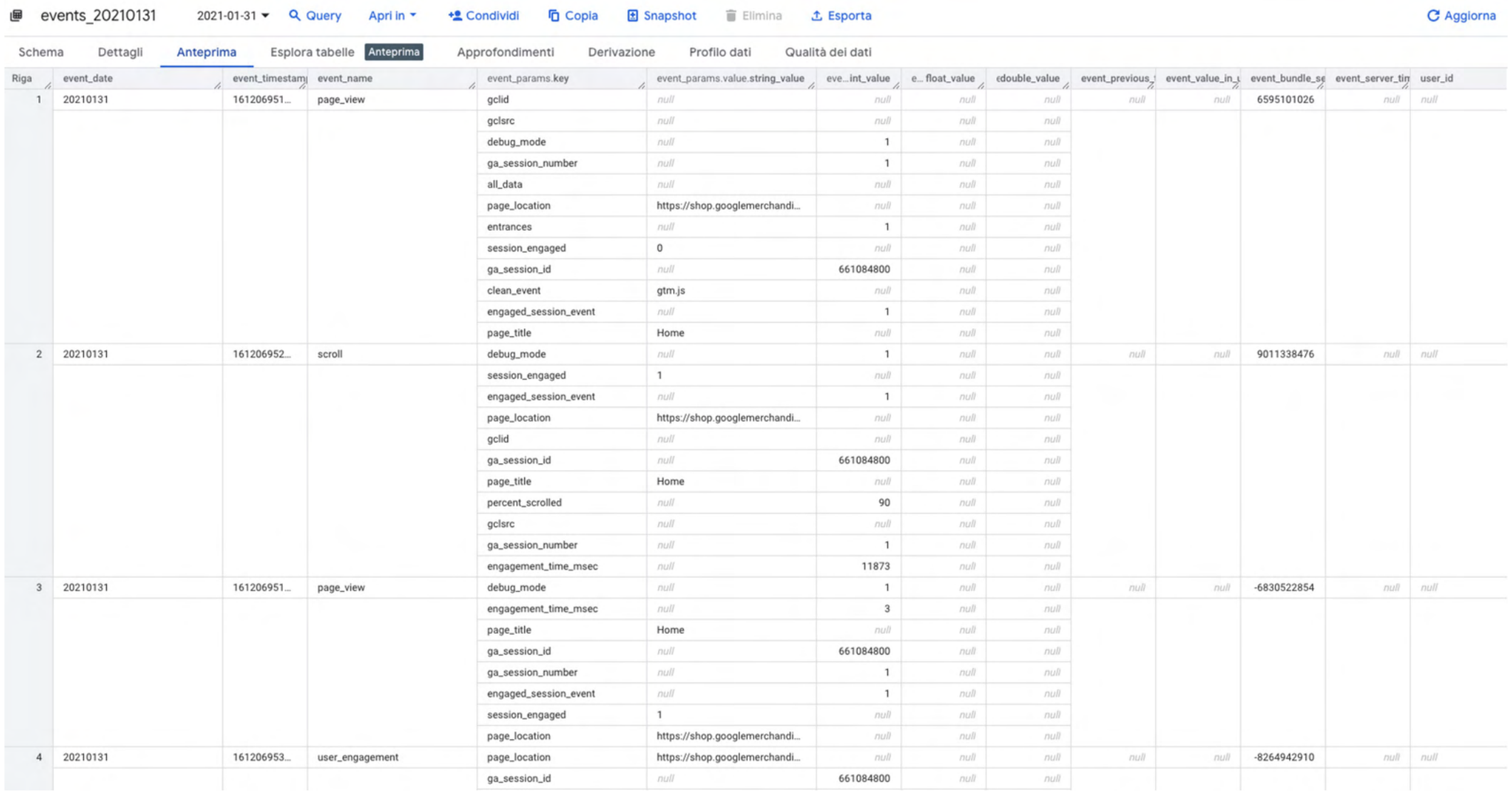
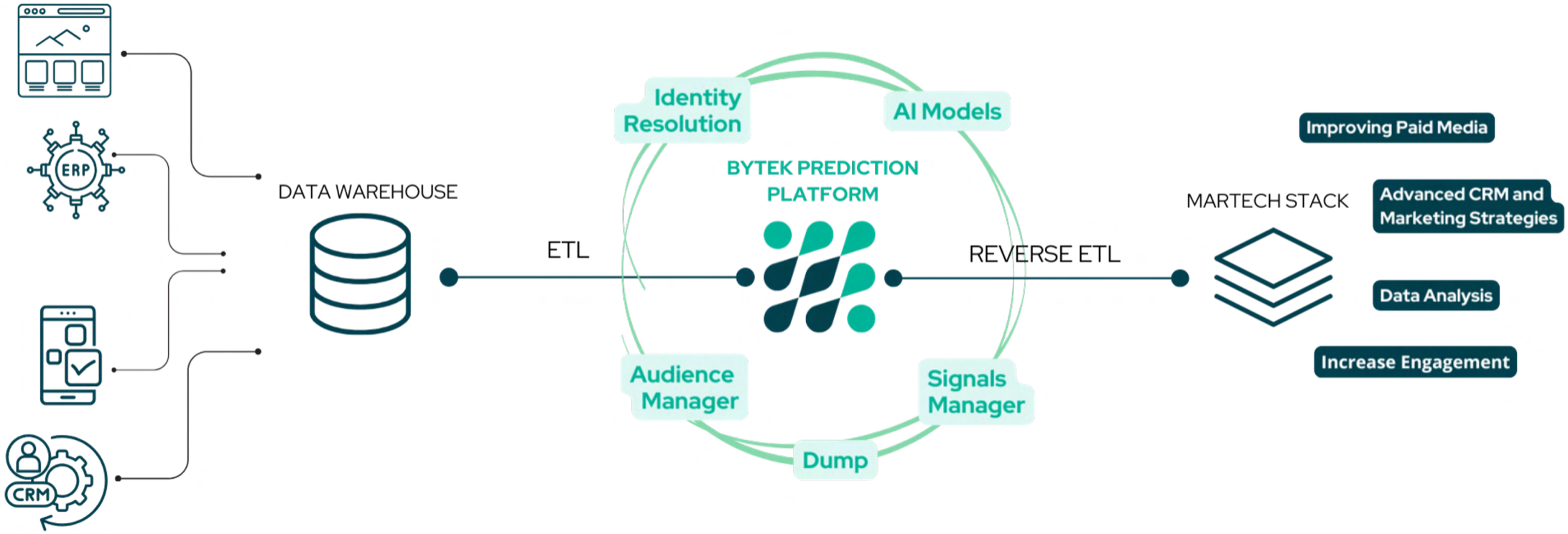


events_20210131 2021-01-31 Query Apri in Condividi Copia Snapshot Elimina Esporta Aggiorna

Schema Dettagli Anteprima Esplora tabelle Anteprima Approfondimenti Derivazione Profilo dati Qualità dei dati

Riga	event_date	event_timestam	event_name	event_params.key	event_params.value.string_value	eve...int_value	e...float_value	edouble_value	event_previous_	event_value_in_	event_bundle_se	event_server_tim	user_id
1	20210131	161206951...	page_view	gclid	null	null	null	null	null	null	6595101026	null	null
				gclsrc	null	null	null	null					
				debug_mode	null	1	null	null					
				ga_session_number	null	1	null	null					
				all_data	null	null	null	null					
				page_location	https://shop.googlemerchandi...	null	null	null					
				entrances	null	1	null	null					
				session_engaged	0	null	null	null					
				ga_session_id	null	661084800	null	null					
				clean_event	gtm.js	null	null	null					
				engaged_session_event	null	1	null	null					
				page_title	Home	null	null	null					
2	20210131	161206952...	scroll	debug_mode	null	1	null	null	null	null	9011338476	null	null
				session_engaged	1	null	null	null					
				engaged_session_event	null	1	null	null					
				page_location	https://shop.googlemerchandi...	null	null	null					
				gclid	null	null	null	null					
				ga_session_id	null	661084800	null	null					
				page_title	Home	null	null	null					
				percent_scrolled	null	90	null	null					
				gclsrc	null	null	null	null					
				ga_session_number	null	1	null	null					
				engagement_time_msec	null	11873	null	null					
3	20210131	161206951...	page_view	debug_mode	null	1	null	null	null	null	-6830522854	null	null
				engagement_time_msec	null	3	null	null					
				page_title	Home	null	null	null					
				ga_session_id	null	661084800	null	null					
				ga_session_number	null	1	null	null					
				engaged_session_event	null	1	null	null					
				session_engaged	1	null	null	null					
				page_location	https://shop.googlemerchandi...	null	null	null					
4	20210131	161206953...	user_engagement	page_location	https://shop.googlemerchandi...	null	null	null	null	null	-8264942910	null	null
				ga_session_id	null	661084800	null	null					

Identity resolution, modeling, activation

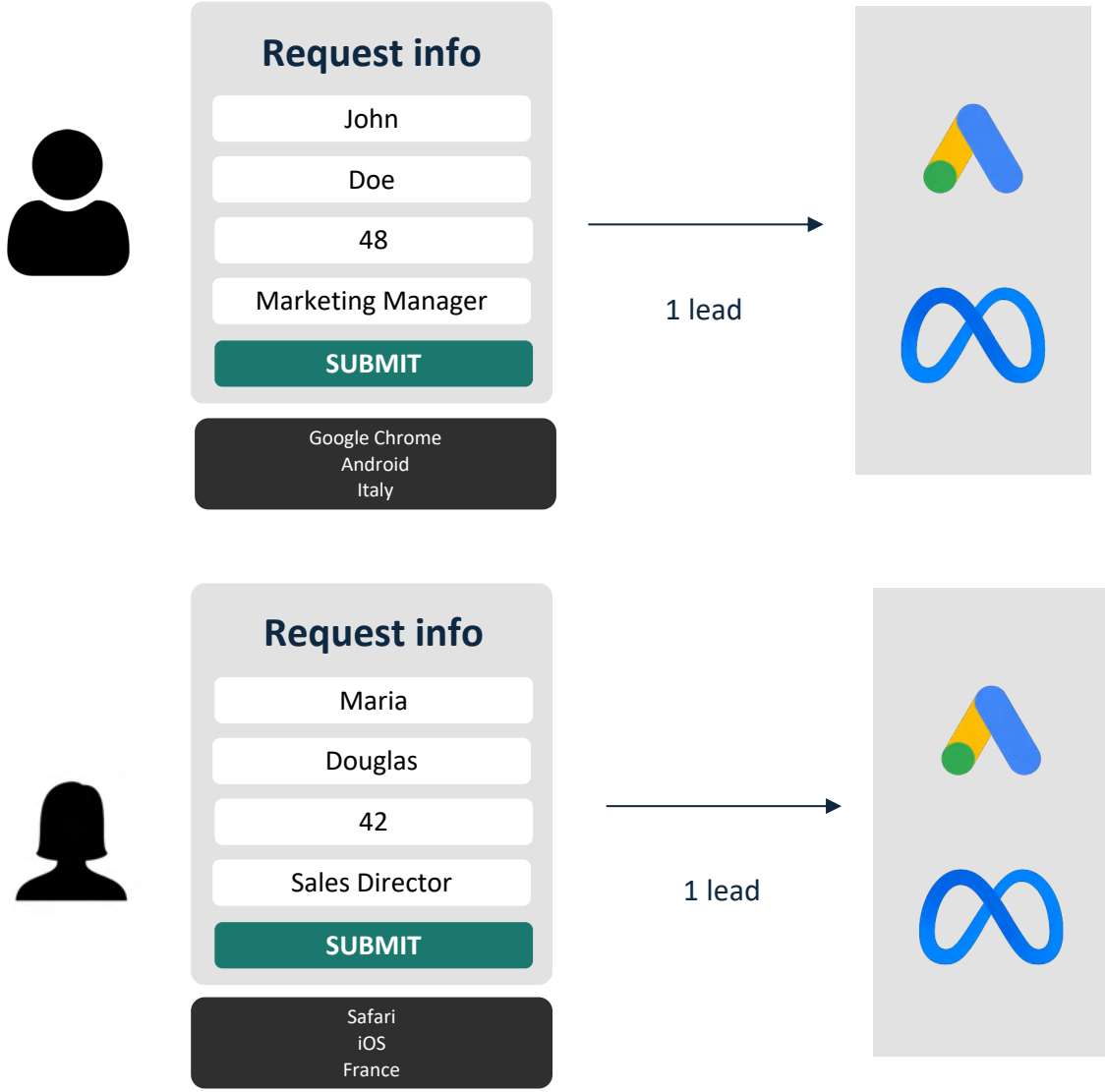


CASE STUDY

Online customer acquisition & eCommerce

Online customer acquisition

The client wanted to improve their customer acquisition campaigns through digital advertising (Google Ads and Meta Ads), reducing CAC for lead generation campaigns by increasing lead quality.

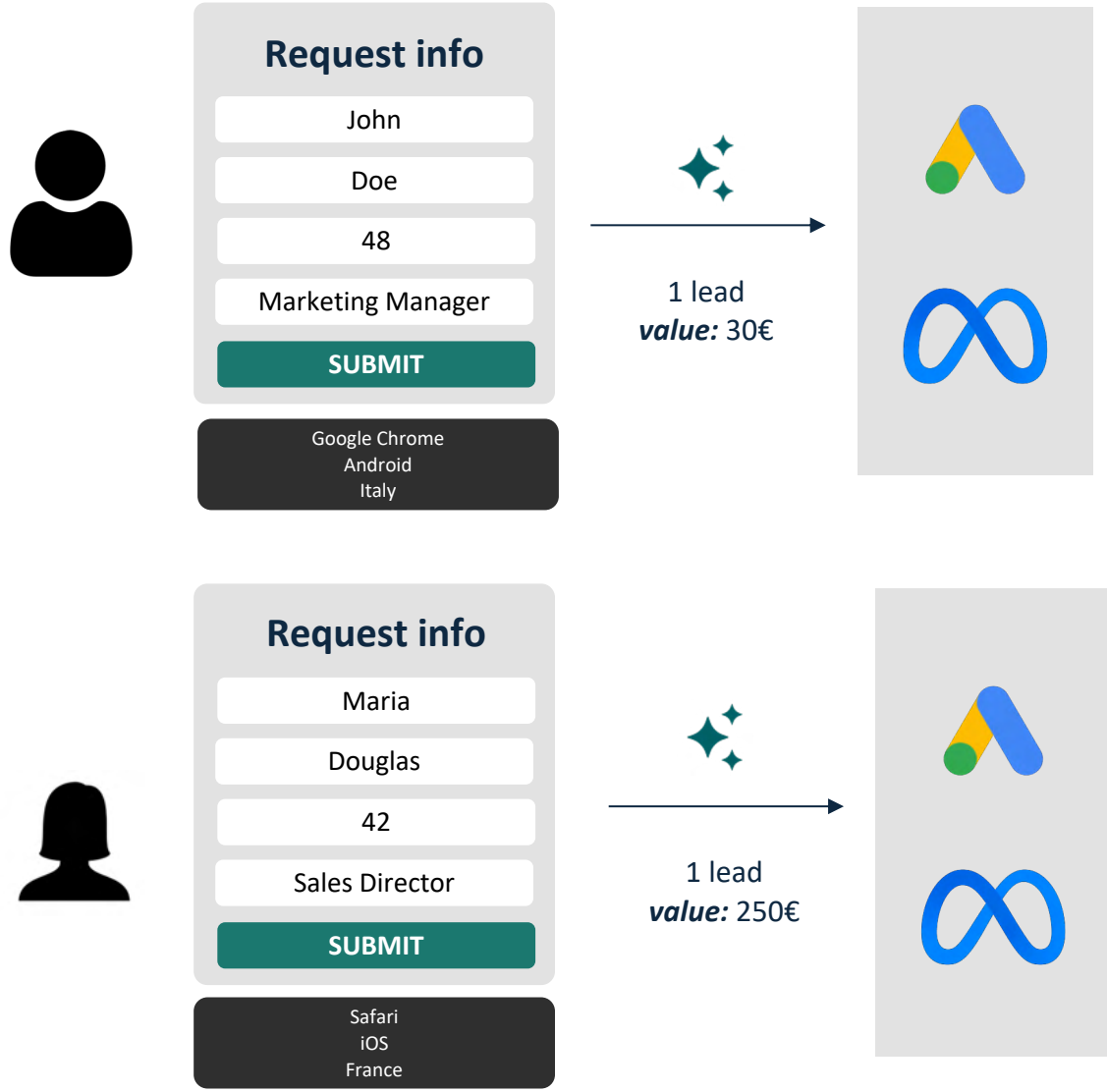


Online customer acquisition

The client wanted to improve their customer acquisition campaigns through digital advertising (Google Ads and Meta Ads), reducing CAC for lead generation campaigns by increasing lead quality.

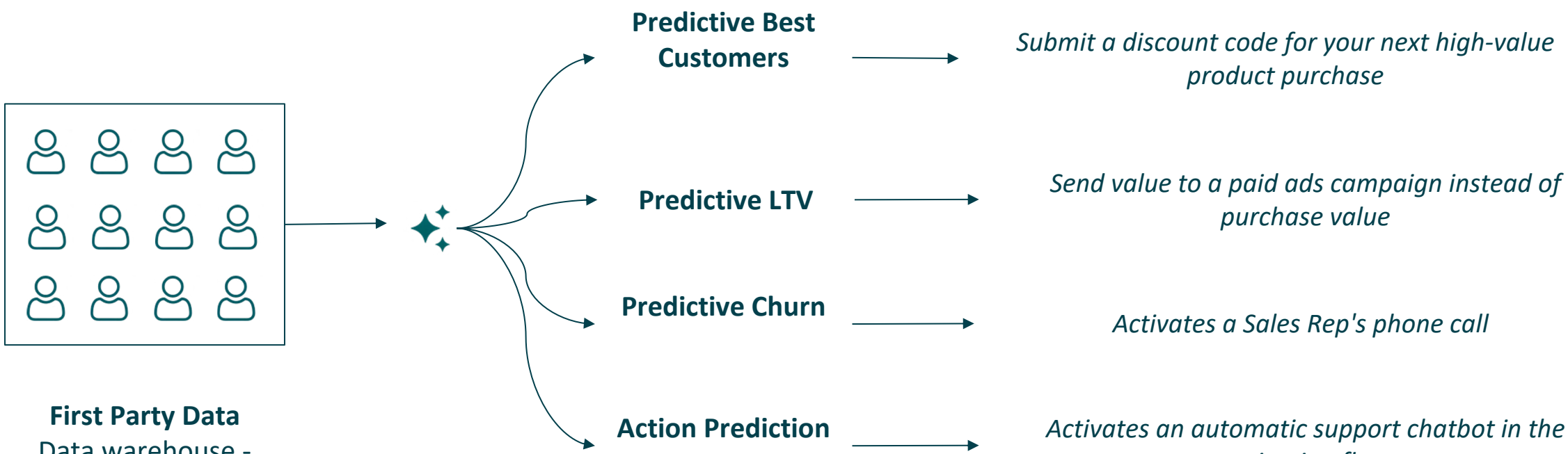
We implemented a lead scoring algorithm to predict the probability of conversion, rebalancing the lead value passed to advertising platforms based on the lead's conversion probability. This value was then transmitted to the platforms using Enhanced Conversions for Leads and Meta CAPI—drastically improving lead quality and thereby reducing customer acquisition costs.

-46% CAC
from ads campaigns



How it works

The system enables the prediction of various indicators based on the existing user and customer base, which can be used for multiple purposes—from churn prevention to acquiring high-value customers and developing personalized marketing automation activities.



CASE STUDY

Enriching CRM and Enhancing Sales Workflow

Enriching CRM and Enhancing Sales Workflow

The client wanted to equip their sales force with additional tools to enhance interactions with their customer base, leveraging all digital channel interactions by providing additional insights directly within the CRM systems.

Giovanni Rossi
ACME Corp Inc

Role	Operations Manager
Company	ACME Corp Inc
Value	320.000€
Last Touch	12-12-2024

Enriching CRM and Enhancing Sales Workflow

The client wanted to equip their sales force with additional tools to enhance interactions with their customer base, leveraging all digital channel interactions by providing additional insights directly within the CRM systems.

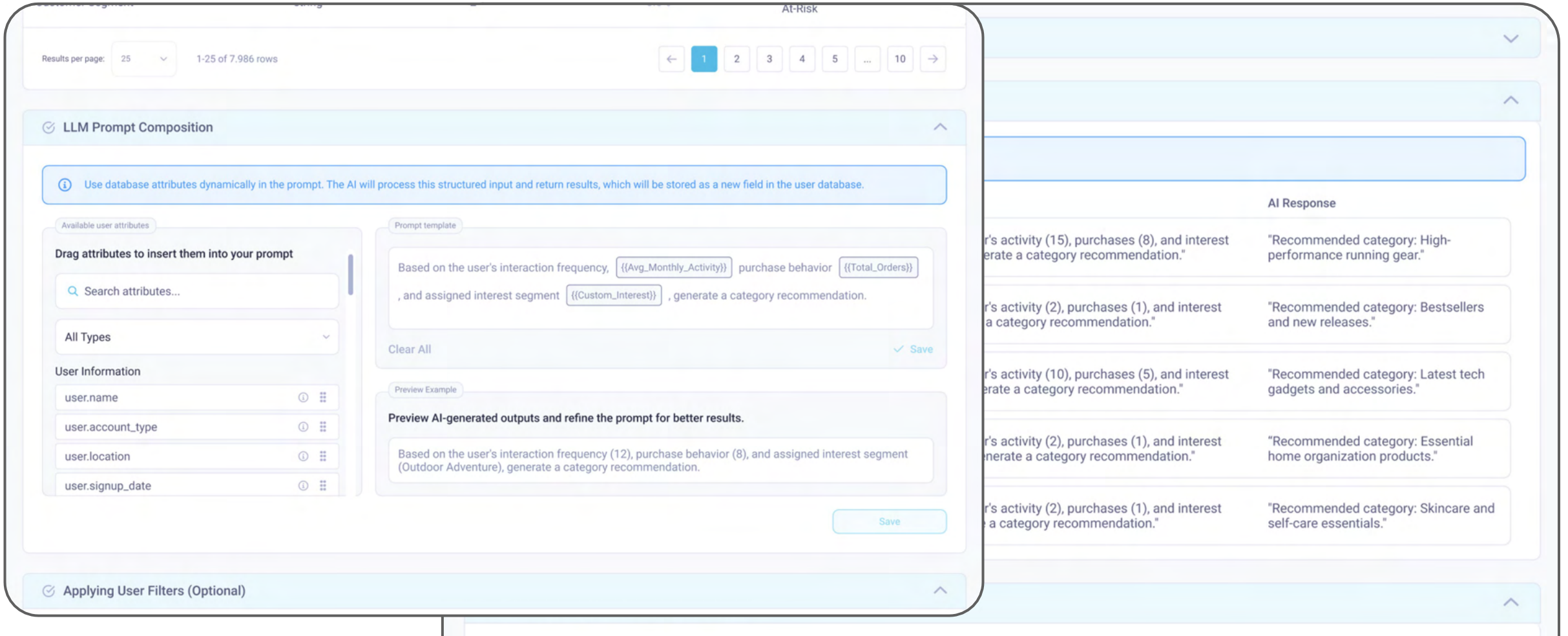
We therefore implemented a customer and prospect profiling system to enrich customer profiles with additional information such as: interests shown during browsing, purchase intent, next best time to be contacted, and sales suggestions based on this data, written directly into the CRM using LLMs.

Giovanni Rossi
ACME Corp Inc

Role	Operations Manager
Company	ACME Corp Inc
Value	320.000€
Last Touch	12-12-2024
Interests	Energy - Process Optimization
Product Intent	Energy Efficiency
New Deal Propensity	76%
Sales Suggestions	Based on the information and behavioural path I suggest you to contact Giovanni to sell our “XYZ” product, calling him on Friday.

LLM integrations

The data is processed by our platform, and dynamic prompts are applied to the entire customer base in order to enrich the dataset through generative AI.



Conversational mode

Then data could feed conversational agents which can be called directly from the salesforce.

CASE STUDY

Monetizing user data

Monetizing User Data

Our client (a publisher) has behavioral and purchase intent data on cars and motorcycles from millions of individuals in Italy and wants to monetize this data without impacting advertising spaces, adding new revenue streams.

OPPORTUNITY 1 - AUDIENCE TARGETING

To sell third parties the ability to improve their advertising and reach the right people at the right time using enriched data—through direct agreements that maximize their value effectively.

"I want to launch an advertising campaign on La Repubblica to reach people who are actively searching for cars similar to my model."

"We have an audience of 500,000 people that we believe are interested in your car model, thanks to our data and predictive insights. You can leverage this audience in your campaigns for €20,000/year with unlimited use across any digital channel (Meta, Google Ads, Programmatic Display & Video, CTV)."

OPPORTUNITY 2 - ANALYSIS ENRICHMENT

To give third parties the ability to better understand their customer and user base by adding additional profiling dimensions (at an aggregated and privacy-compliant level) to their customer data. This enables new strategic analyses.

TOP CUSTOMERS SEGMENT

- ***AVERAGE BUYER FREQUENCY***: 4 YEARS
- ***MOST FREQUENT PURCHASE***: MODEL 1
- ***INTERESTED IN***: SOLO TRIPS, INNOVATION
- ***CONSIDERING TO BUY***: COMPETITOR BRAND 1

How it works

The client wanted to identify interest trends in their market and analyze behavioral differences and customer journey paths by comparing themselves to their main competitor across all digital touchpoints – and identify strategies to effectively engage audiences of "disloyal" customers.

A poor model with good activation is better than a good model with poor activation

Mark Edmondson

WeMeet

GRAZIE MILLE :)