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Oggetto : Retention AI, new tech product from ByTek  
(Datrix Group), ranked in Top10 at its  
launch on Product Hunt

*Testo del comunicato*

Vedi allegato.

## RETENTION AI, NEW TECH PRODUCT FROM BYTEK (DATRIX GROUP), RANKED IN TOP10 AT ITS LAUNCH ON PRODUCT HUNT

Milan, Sept. 22, 2022 - ByTek, MarTech company of the Datrix Group, yesterday officially launched Retention AI on Product Hunt, the American platform for sharing and discovering new products in the tech world. Product Hunt showcases new tech products with a system of user comments and voting.

In just a few hours, the Artificial Intelligence-based data-driven customer loyalty solution garnered over 200 upvotes, or positive feedback from an international audience of marketers and tech enthusiasts, ranking in the Top10 among the day's featured products.

Joining the Bytek AI Suite since June, Retention AI stems from the acquisition of Adority software and is a concrete example of the company's ability to integrate and internationalize, in a logic of strong scalability of new products.

The product is a specific module for customer segmentation & analysis based on the RFM (Recency-Frequency-Monetary) loyalty model. The strength of the product is that it focuses on first-party customer data, at a time in history when the Web is becoming increasingly cookieless and user privacy regulations more stringent.

How does Retention AI work?

- Through simple no-code connectors, you can connect your internal data to the tool, for example by simply importing it from the e-commerce platform you use.
- Through RFM modeling, segments are obtained, i.e., the customer base is broken down into specific audiences by purchasing behavior.
- At this point, the audiences obtained can be easily re-imported inside the company's systems, particularly inside the online advertising and e-mail marketing platforms, to activate highly personalized campaigns.

*"We are proud of these results at the official launch of Retention AI in such a specialized and attentive community as Product Hunt: this leaves us thinking that we are on the right track and that focusing on retention and first-party data, instead of pure acquisition and external data, is now more than ever a necessity for Brands, especially e-commerce. All the more so at a historical moment of uncertainty in the world of tracking and a general increase in the cost of advertising,"* comments Alvis Corba, Product Manager at ByTek on Retention AI.

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### **ByTek**

*ByTek is the martech company of the Datrix Group, specializing in proprietary Artificial Intelligence software solutions to measure and empower Marketing performance.*

*The tech company caters to B2B and B2C companies with an offering that includes data-driven empowerment tools and technologies in order to streamline processes, make decisions and take actions along the entire funnel, achieving and exceeding growth targets.*

*Since 2014, Clients have recognized the company's methodological approach and execution time, strong focus on results through analytical and specialized insights, aptitude for bringing innovation with external and alternative data, and training capabilities as hallmarks.*

### **Datrix**

*Datrix is a group of tech companies that develop sustainable Artificial Intelligence solutions (Augmented Analytics and Machine Learning Models) for data-driven growth of companies. Datrix solutions add measurable value because they collect data from internal and external sources, integrate it, look for correlations, uncover valuable insights and operational information, and suggest actions.*

*The Group is active in four business areas:*

- 1. AI for Marketing & Sales: develops artificial intelligence solutions to increase the marketing and sales performance of companies;*
- 2. AI for Data Monetisation: applies artificial intelligence to data collected by companies in compliance with privacy regulations, turning it into economic value for them;*
- 3. Machine Learning Model Serving: develops transparent and scalable analysis models based on a machine learning algorithmic framework to support organisations in opening new business frontiers;*
- 4. AI for FinTech: develops solutions using unconventional alternative data to improve the performance of institutional and private investors in stock selection, identification of innovative investment themes and ESG scoring.*

*Since 2019, Datrix has also accelerated its growth path through acquisitions in Italy and abroad. The following are now part of the Datrix SpA Group: 3rdPlace Srl, FinScience Srl, ByTek Srl, Paperlit Srl, Datrix US Inc. and Adapex Inc. Through its subsidiaries, Datrix is a technology partner of international consortia for important R&D projects in the financial, biomedical and cybersecurity fields, funded by the European Union and Italy and based on Artificial Intelligence algorithms.*

*Datrix operates through four offices in Italy (Milan, Rome, Cagliari and Viterbo) and one in the United States. More at [datrixgroup.com](http://datrixgroup.com)*

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