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Oggetto : HDental relies on ByTek (Datrix Group)  
MarTech strategy

*Testo del comunicato*

Vedi allegato.

## HDENTAL RELIES ON BYTEK (DATRIX GROUP) MARTECH STRATEGY

Milan, Oct. 18th, 2022 - HDental, a network of dental clinics widely distributed throughout central and northern Italy, relies on ByTek, martech company of the Datrix Group, for its digital activities.

The medical reality, with 28 clinics under its belt today, is expanding rapidly and has many new openings planned in the coming months in the Italian market. With this in mind, it has hired the ByTek team with a twofold objective: to boost geolocated lead generation activity and to optimize customer lifetime value.

ByTek set up for HDental the strategy for defining a complete martech stack, through opportunity analysis, mapping of existing tools, proposal of new technologies and design of platform linkage.

Alongside this tech block, an ADV Empowerment service has been activated, which, according to the client's business objectives, is enabling work on enrichment by interests, scoring and audience modeling, in order to expand the brand's pool of potential users over specific geographic areas.

Technical and strategic support for the configuration and customization of all data collection and tracking tools is also underway.

Activated in July, the project is already registering very positive evidence, for example with the geolocal lead generation activity, which was activated at the opening of the new clinic in San Remo.

"Ability to understand the client's needs, flexibility, availability, seriousness and technical expertise are just some of the characteristics that we have found in ByTek since the early stages of the collaboration," comments Cassandra Barbiano di Belgioioso, Responsabile Marketing e Business Development of HDental "Although just started, this project has already brought results in line with our business objectives, thus creating a solid foundation for what we hope will be a fruitful and long partnership.

### **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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