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Oggetto	:	ISA: Data Audit, Lead Generation and better organic positioning in B2B thanks to ByTek (Datrix Group)

Testo del comunicato

Vedi allegato.

![datrix AI SOLUTIONS GROUP]

ISA: DATA AUDIT, LEAD GENERATION AND BETTER ORGANIC POSITIONING IN B2B THANKS TO BYTEK (DATRIX GROUP)

Milan, Nov. 17, 2022 - **ISA**, one of the world's most recognized players in the public venue furniture sector, specializing in professional furniture and refrigerated counters for ice cream parlors and pastry shops, is continuing its collaboration with ByTek, martech company of the Datrix Group, to boost its digital presence.

The historic Umbrian company manufactures locally and then distributes worldwide, operating in the market with five brands: ISA, COF, TASSELLI, ABACO and HIZONE in as many as 107 countries.
The distinctive feature of the products is the high rate of technology and innovation, also in terms of sustainability through the use of natural refrigerants; the entrustment of the digital activities to ByTek, in 2020, was born precisely from this common vision linked to the centrality of the tech and innovation component in the strategies and solutions.

ByTek's activities are aimed at the project's main goal of generating quality leads in a complex market such as B2B through strategic coverage of user searches. In particular, this is pursued through *Search Empowerment*, an ongoing optimization and support service from an SEO perspective, for an integrated search strategy from On-site multilingual to content writing for the company's digital properties, and targeted ADV campaigns, in synergy with ISA's new CRM project.

Building on its mindset based on **data analysis and governance**, Bytek also carried out a Data Audit for ISA to better understand flows, user behavior, usability, performance against competitors, and overall room for improvement.

"*We found a great synergy with the Bytek team right from the start, succeeding, thanks to their partnership, to increase our performance in the digital sphere, both in terms of traffic organic and Google rankings through targeted SEO activities, as well as in terms of lead generation through ADV campaigns on social channels and on Google*," explains the Marketing team of ISA.

"*Projects like ISA's make us understand how Italian excellence also resides in the B2B world: starting from data and continuing with targeted content optimization, we want to accompany the Client in a constant growth, like a true partner* - comments **Luca Ricci, CX Director of ByTek** - *Among the proposed next steps, also the use of our proprietary technology, through the Relevanty AI product, to enhance link acquisition activities.*"

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's 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 Marketing and Sales performance of companies;

2. AI for Data Monetization: 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 analytics models based on a machine learning algorithmic framework to support organizations 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 major R&D projects in finance, biomedical and cyber security, 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. Read more at datrixgroup.com

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