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Diffusione presunta
Oggetto : VENCHI: +16% YoY revenues thanks to
ByTek's (Datrrix Group) data-driven strategy

Testo del comunicato

Vedi allegato.

VENCHI: +16% YOY REVENUE THANKS TO BYTEK'S (DATRIX GROUP) DATA-DRIVEN STRATEGY

Milan, Nov. 25, 2022 - Venchi, the iconic world-famous Piedmontese chocolate brand, is continuing its collaboration with ByTek, a martech company of the Datrix Group.

For Venchi, ByTek is pursuing a strong MarTech approach, based on the use of proprietary technology products; in particular, the tech company is managing an ADV Empowerment activity that has been accompanied by a preliminary Data Governance phase, with verification of data collection by existing tracking platforms and tag management system.

The chocolate and ice cream brand's 2022 goals are to solve data management and tracking issues, optimize conversions and advertising campaigns, and increase revenue.

To these ambitious goals, ByTek has responded with a performance-oriented multichannel strategy, with a particular focus on the Italian market but with an international scope as well, focused specifically on 3 countries: the UK, France, and Germany.

The tracking of seasonal trends is essential for a market strongly influenced by consumer demand: in addition to the winter peak season, the declination of campaigns on the periods is also crucial, just think of the summer focus on ice cream. In this sense, tracking seasonal trends means being able to make data-driven assessments to make business decisions.

ByTek's activities are directly impacting e-commerce sales: Venchi has recorded a +16% increase in overall sales YoY.

"The collaboration with Bytek is allowing us to take timely advantage of the new opportunities and challenges of a technologically evolving market and to better orchestrate the increasingly relevant omnichannel strategy for our brand," is the comment of Silvia Grassi, Digital Marketing Manager at Venchi.

Also important is the phygital dimension for a brand that offers an integrated and hybrid user experience, both online via e-commerce and offline with stores on the ground: in this sense, data reconciliation and drive-to-store are crucial.

"AI allows us to have a deep understanding of the customer base, helping us to track increasingly accurate profiles and equipping us with a secure and compliant layer with loyalty and retention initiatives, for effective, unique and personalized campaigns," explains Natalia Palmisano, Delivery Director at ByTek. *"The collaboration with the Venchi client's team has seen a real 'elective affinity' emerge immediately, a communion of intent and effort that is leading to good results, which are continuously improving".*

**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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