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Informazione Regolamentata n. 20237-81-2022	Data/Ora Ricezione 29 Novembre 2022 22:41:26	Euronext Growth Milan
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Societa' : DATRIX  
Identificativo : 169971  
Informazione  
Regolamentata  
Nome utilizzatore : DATRIXN01 - GIUSEPPE VENEZIA  
Tipologia : REGEM  
Data/Ora Ricezione : 29 Novembre 2022 22:41:26  
Data/Ora Inizio : 30 Novembre 2022 09:55:04  
Diffusione presunta  
Oggetto : ByTek (Datix Group) releases new  
features of Relevanty AI, its proprietary  
platform for Link Strategy

*Testo del comunicato*

Vedi allegato.

## BYTEK (DATRIX GROUP) RELEASES NEW FEATURES OF RELEVANTY AI, ITS PROPRIETARY PLATFORM FOR LINK STRATEGY

*Milan, Nov. 30, 2022* - ByTek, the martech company part of the Datrix Group, is always active with its R&D department and Product team to expand and improve its technology stack, the ByTek AI Suite. In particular, in November, [Relevanty AI](#), the tool dedicated to SEO managers and Link Acquisition and Digital PR specialists, was revamped and enriched with high-level features.

Relevanty AI is, today, the first AI-based platform on the global market to include a system of link profile analysis and link building strategy based on the analysis of competitor link profiles.

The resulting strategy allows you to evaluate and compare your backlink profile with that of competing players in the same market for the same relevant keywords, in a truly data-driven way because it is optimized thanks to proprietary AI and Machine Learning algorithms.

All of this can then be translated into easily actionable campaigns across a wide network of publishers, which now has more than 10,000 online titles worldwide, cross-cutting by industry and topic.

In the Self-service version, access to the platform is free and campaigns can be entered independently, while in the Managed and Enterprise versions it is possible to request the professional support of ByTek's team of SEO Experts, even going as far as requesting customized outreach, on specific editorial staffs.

Among the added values of the tool is also the possibility of commissioning the content itself from a pool of professional copywriters, if you have no way to write it yourself.

A set of technological and strategic layers, then, that add up to a tool that is easy to use and has its own quid in simplifying the process. Relevanty AI responds to a precise need in the market: to do quality link building to increase search engine rankings and authority, despite the difficulty of carrying out this specific activity, which is notoriously delicate, time-consuming and high effort for the resources devoted to it.

"Relevanty AI, also thanks to these new customizable and automated strategic processing features, is definitely today the most mature product of our ByTek AI Suite," explains Valentina Tortolini, Product Director at Bytek, "the goal of the latter is to provide end-to-end value along the entire marketing funnel, from acquisition to retention, thanks to modular, integrable and complementary components.



### **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](http://datrixgroup.com)*

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Fine Comunicato n.20237-81

Numero di Pagine: 4