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Oggetto : Pliant entrusts its digital performance  
growth in Italy and Holland to ByTek (Datrinx  
Group)

*Testo del comunicato*

Vedi allegato.

## PLIANT ENTRUSTS ITS DIGITAL PERFORMANCE GROWTH IN ITALY AND HOLLAND TO BYTEK (DATRIX GROUP)

*Milan, Dec. 13, 2022* - Pliant comes to Italy: it is a new international player, born in Berlin, that provides an innovative service for fully digital management of cards and receipts, via a mobile application. Pliant's mission is to enable companies, agencies, and media centers to grow by issuing physical and virtual credit cards with high plafonds, tracking spending, and seamlessly integrating this data into their financial system via API solution, with even the ability for media agencies to get cashback and offset their CO<sub>2</sub> emissions while streamlining their finance department.

The German company relied on **Bytek**, a martech company specializing in artificial intelligence-based solutions and services, to improve the performance of lead generation campaigns and to introduce new paid channels within its digital strategy.

To achieve these goals, ByTek is driving its resources on *ADV Empowerment* activities to support the client in growing performance on paid channels, initially in the Italian and Dutch markets.

*"We immediately felt a very good feeling with the Pliant team, we are sure we can grow together focusing on technology, on its ethical and human use, as an enabler and simplifier of processes - comments Paolo Dello Vicario, CEO of ByTek - we are excited to be able to measure ourselves with a project that is going to be more and more international."*

**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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