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Oggetto : Datrix_PR_Nestle continues to rely on the
Datrix Group carrying on the multi-year
collaboration

Testo del comunicato

Vedi allegato.

Nestlé continues to rely on the Datrix Group: its company Bytek will keep carrying on the multi-year collaboration for Italy and Malta

Milan, April 5, 2023 - The **Datrix Group** has won the tender called by Nestlé Group in Italy for two more years of search marketing and digital intelligence activities on over 30 brands, including Purina, Levissima, San Pellegrino, Nesquik, Meritene, Baci, Nescafé and Starbucks.

The collaboration started in 2013 and for ten years it has focused on two main pillars: the activities of **optimizing the digital presence** of the Nestlé Group in Italy through a complete search strategy, using AI to shape an impactful content strategy; and the **Analytics** activities, especially for the transition to GA4 and privacy-related issues managed by **ByTek**, the martech company of the Datrix Group, together with the central Nestlé team.

During this long-lasting project, **ByTek heads at innovation and people**: on the one hand, the proprietary *technology stack based on software and AI solutions* for marketing is essential, and on the other, training activity dedicated to customer teams is also crucial, to encourage updating and deepening on the most relevant topics, such as generative AI and marketing mix modeling.

"We are proud to continue managing a project for such an important client for the tenth year in a row: to carry on the governance of internal and external data on different markets and on many different brands and properties. It is an ongoing challenge for Datrix that keeps measuring up to multinationals in international scenarios, untangling the most complex processes for companies thanks to technologies and methodologies - says Mauro Arte, Co-founder & COO of Datrix - and moreover, over the last years we have created a really positive professional relationship between the teams. We are willing to grow together and keep providing Nestlé with the most innovative solutions they wish to adopt".

Datrix

Datrix is a group of tech companies, listed on the Italian Stock Market, 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, with efficiency as a goal.

The Group is active in four business areas:

- 1. Machine Learning Model Serving develops descriptive, predictive & prescriptive data-science models to maximize the efficiency of industrial and management processes;*
- 2. AI for Marketing & Sales develops artificial intelligence solutions to increase Marketing and Sales performance of companies;*
- 3. AI for Data Monetization applies artificial intelligence to data collected by companies in compliance with privacy regulations, turning it into economic value for them;*
- 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. From the acquisition of the company Aramis and the merger of expertise with 3rdPlace, the new player Aramix was born in 2023, reinforcing the Machine Learning & Model Serving area. 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), one in Dubai and one in the United States. Read more at datrixgroup.com/en/.

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