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<i>Testo del comunicato</i>
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Vedi allegato.



## BYTEK (DATRIX GROUP) SUPPORTS CRÉDIT AGRICOLE ITALIA DIGITAL GROWTH

Milan, June 8, 2023 - ByTek, Datrix's martech company extends its partnership with Crédit Agricole Italia by obtaining the management of the bank's digital activities until 2024.

The martech company is managing, in particular, the optimization on properties related to the banking player's Accounts and Mortgages portals, with Data Empowerment activities and strategy enhancement on search and conversions.

The careful management and analysis of the Analytics universe, combines with the experience gained by ByTek in the SEO area, with funnel and user behavior analysis, also thanks to the application of proprietary technologies, which support Crédit Agricole Italia's digital marketing & acquisition campaign activities on a daily basis, allowing the optimization of budgets dedicated to online acquisition.

On the Analytics side, ByTek has been entrusted with all the activity of managing the Crédit Agricole Italia website and all related subdomains, including **the migration of properties from GA to GA4 and the setting up of server side tracking.**

*"We are happy to be able to bring to the client our consolidated expertise in the world of marketing for finance," comments Paolo Dello Vicario, CEO of ByTek. "Today, the banking sector is influenced by technological innovation and the entry of highly digitized generations into the market, so a solid digital presence is no longer possible."*



### **ByTek**

ByTek is the martech company of the Datrrix 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.

### **Datrrix**

Datrrix is a group of tech companies that develop sustainable Artificial Intelligence solutions (Augmented Analytics and Machine Learning Models) for data-driven growth of companies. Datrrix'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 Datrrix has also accelerated its growth path through acquisitions in Italy and abroad. The following are now part of the Datrrix SpA Group: 3rdPlace Srl, FinScience Srl, ByTek Srl, Paperlit Srl, Datrrix US Inc. and Adapex Inc. Through its subsidiaries, Datrrix 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. Datrrix operates through four offices in Italy (Milan, Rome, Cagliari and Viterbo) and one in the United States. Read more at [datrrixgroup.com](http://datrrixgroup.com)

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