

BYTEK'S (DATRIX GROUP) AUDIENCE AI SOLUTION CHOSEN BY L'OREAL TO IMPROVE CUSTOMER ACQUISITION AND RETENTION PERFORMANCE

THE GOAL IS TO OPTIMIZE THE USE OF FIRST-PARTY DATA BY CENTRALIZING ITS MANAGEMENT

Milan, July 24, 2024 - ByTek, the martech company of Datrix Group, has launched a new initiative with L'Oréal Italia Group, the leading player in the cosmetics sector, to improve the acquisition, conversion, and retention performance of customers for its brands Lancôme, Kiehl's, La Roche Posay, and SkinCeuticals in Italy.

At the center of the project - which is part of the multi-year collaboration between the two entities and started last June - is the Audience AI solution developed by ByTek, which allows reconciling the behavior of L'Oréal users by associating data from the group's individual e-commerce sites with those collected on other touchpoints of different brands such as editorial platforms and points of sale.

Audience AI will allow L'Oréal to have a complete view of their customers' behavior, enabling the group to implement more effective digital marketing initiatives, with the aim of improving conversions and strengthening brand awareness, as well as allowing new and more comprehensive types of customer base analysis.

"In the beauty sector, and more generally among consumer goods, companies have always had difficulty in fully understanding the nature of their customer base, since they often cannot benefit from direct relationships or purchase data. In this sense, Audience AI allows us to discover and understand customer base data that is fundamental for business strategies - explains Luca Ricci, Growth Director of ByTek -. The Artificial Intelligence solution we have developed allows for immediate data activation, both for optimizing advertising campaigns on individual platforms, such as Meta, TikTok and Google, and for providing specific indications to L'Oréal Italia's CRM and marketing automation systems".

Audience AI uses encrypted and anonymized data: only L'Oréal Italia will be able to reassociate this information with the user's personal data, thanks to the explicit consent collected.

"L'Oréal Italia takes a further step forward in its digital transformation, with an innovative project that puts data at the service of an increasingly personalized and relevant customer experience - Francesco Tirinato, CRM, Consumer Care and Web Data Analytics Manager -. Through a centralized and privacy-respecting system, we are creating a unique view of our customer base. This allows us to deeply understand the desires and needs of each consumer, offering tailored experiences at every stage of the purchase journey. Thanks to Audience AI, we will be able to identify audiences with greater potential, optimize our media campaigns, personalize communications, and activate effective marketing automation strategies. The data-driven approach allows us to reach new levels of efficiency and performance, but most importantly, it helps us build stronger and more lasting relationships with our customer base. All of this, of course, in full compliance with privacy and current regulations".

BYTEK

ByTek is the MarTech Company of the Datrix Group that supports companies in extracting marketing insights from first-party data and unstructured data collected in digital contexts. ByTek's technologies analyze data from tens of millions of users daily for their enterprise clients, improving marketing performance while ensuring security and compliance with privacy regulations in every country. Since 2014, clients have recognized ByTek for the excellence of its methodological approach and execution times, its strong focus on results through in-depth analytical and specialized study, its aptitude for bringing innovation with external and alternative data, as well as its ability to transfer skills.

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