

ByTek (Datatrix Group): A Success Story for the Digital Growth of the Iconic Beauty Brand Lancôme

Milan, October 23, 2023 - **ByTek**, the Martech company of the Datatrix Group, continues to stand out in the advanced digital solutions and AI-based landscape, partnering with **Lancôme**, one of the world's most prestigious luxury beauty brands, part of the L'Oréal Group, in a successful collaboration that has spanned several years.

Lancôme, an iconic brand in the cosmetics sector, chose ByTek back in 2021 **to enhance its digital presence and increase organic search revenue**. The main objectives were clear from the start: optimize the website, increase organic sessions, and boost profits from search engines.

The strategic approach adopted by ByTek was comprehensive and highly effective: the distinctive element is undoubtedly the **technology based on artificial intelligence and generative AI**, aimed at addressing technological challenges related to SEO, such as managing redirects, correcting 404 and soft 404 errors, optimizing structured data, link building, optimizing category pages, and creating high-quality content for Lancôme's Beauty Magazine.

The results of the collaboration are undoubtedly positive, with significant year-over-year increases: consider that **the second half of 2022 recorded a +9% in sessions and +31% in revenue**, and the growth trend further strengthened with an **H1 2023 that boasts a +16% in sessions and +39% in revenue**.

"After the site migration, we focused on recovering lost traffic and consolidating Lancôme's presence on unbranded keywords, achieving a 43% increase compared to the previous year. Today, the focus is on consolidating performance related to brand search keywords and expanding online presence on more generic keywords. The results are positive in terms of both clicks and organic sessions, as well as an increase in revenues," comments **Emiliano Sammassimo, Head of SEO at ByTek**. *"We are proud of these results and will continue to commit ourselves with determination to support prestigious brands in achieving their online goals through continuous research in innovation, technology, and artificial intelligence."*

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 that use artificial intelligence to enhance the investment experience by making it more sophisticated, personalized and aligned with modern investor needs.*

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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