Bytek (Datrix Group) Wins Iper Bid for Performance Marketing

Milan, November 6, 2023 - **Bytek**, the MarTech company of **Datrix Group**, has recently secured the bid for managing Performance Strategy and Marketing Science for the **Finiper Canova Group**.

In particular, the tech company has been entrusted with the management of campaigns for the Ipermercati Iper La grande i and the online grocery service IperDrive.it. In March, a competitive bidding process was announced for these two brands, aimed at enhancing their digital presence through performance marketing on paid channels.

The project, crafted by the ByTek team, has elevated the bar of innovation, embracing **the tech and AI-driven dimension typical of the company and the entire Datrix Group**.

In the pursuit of a progressive and shared maturation path, and with the goal of aligning the advertising conversions of "Iper La grande i" with the company's real business objectives, ByTek initiated with a preliminary analysis of the customer journey, setting up a data-driven funnel strategy. The project is built on six strategic pillars:

1. Marketing Mix Modeling - a scientific and data-driven approach to budget allocation.
2. Enriched Bidding through AI - setting up campaigns in line with the true business value.
3. Drive2Store - bringing and tracking Iper customers across all touchpoints, including phygital and offline.
4. Audience AI - effectively segmenting the customer base.
5. Lift Experiments - evaluating conversions incrementally.
6. Advanced Tracking & KPI Audit - building a solid and easily readable database.

Luca Ricci, Growth Director of ByTek, expresses enthusiasm for this new challenge *"Not only we have been chosen by a high-profile brand like Iper, but we also won the bid with a distinctive approach - a scientific, technological, and innovative method that aims to bring value through experimentation and the transparent and compliant use of data and solutions."*
Ricci adds a reflection on the current digital marketing landscape, stating, *"Without a true first-party data and AI strategy, companies risk losing significant growth opportunities and strength in the competition. Soon, we will have campaigns with hundreds of texts and images that artificial intelligence will be able to combine most effectively. Therefore, we must be able to send signals truly in line with our business, guiding the algorithms and ensuring control over platform automation."*

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 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 2 business areas:

AI for Data Monetization:

Solutions and applications to maximize growth opportunities that group the Martech (AI for Marketing&Sales), AdTech (AI for Data Monetization) and FinTech sectors, transforming data into tangible value also exploiting generative AI.

AI for Industrial/Business Processes:

Artificial intelligence-based services for Industry 5.0, aimed at optimizing the efficiency of industrial and business processes (e.g. power plants, transport infrastructure, production processes and logistics).

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.

Datrix, through its subsidiary 3rdPlace, is a technology partner of international consortia for important R&D projects in the financial, biomedical and cybersecurity fields, 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. More at datrixgroup.com

ByTek
ByTek is the Martech company of the Datrix Group, specializing in proprietary Artificial Intelligence software solutions to measure and enhance Marketing performance. The tech company caters to both B2B and B2C businesses, offering tools and data-driven empowerment technologies to streamline processes, make decisions, and take actions across the entire funnel, achieving and surpassing growth objectives.
Since 2014, clients have recognized the company for its distinctive approach, execution timelines, strong focus on results through analytical and specialized depth, the inclination to bring innovation with external and alternative data, as well as its training capabilities.

Iper La grande i *represents one of the most important entities in the national scenario of Organized Large-Scale Retail, among the few entirely owned by Italians. With 22 stores in 4 regions, it is part of the Finiper Canova Group, founded in 1974 by entrepreneur Marco Brunelli. The mission of the Finiper Group is to make quality accessible to everyone. The breadth of the assortment, quality, sustainability, convenience, and Italian identity are the guiding principles that drive the choices of Iper La grande i.*

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