



Full-Funnel Lead Generation

**Talent Garden Innovation
School**



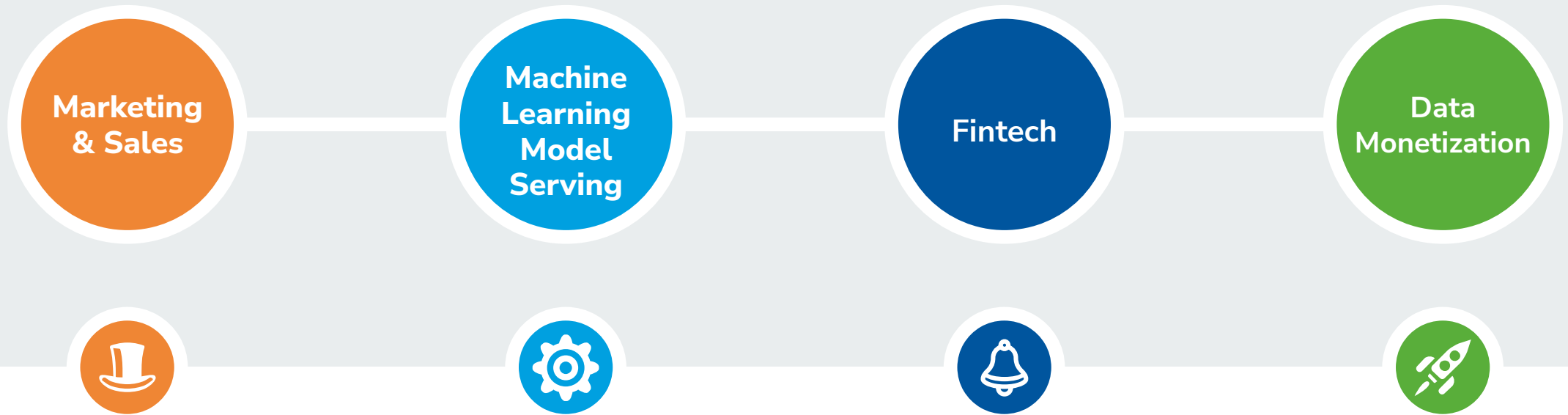
Sustainable AI solutions for Business Growth





OUR VISION

At Datrix, we aim to bring AI vertically across 4 business areas:



BYTEK - MARTECH AREA



**Performance
Marketing**

ByTek is the **martech company** focused on Artificial Intelligence solutions for:



**Search
Marketing**

**ADV &
Lead
Generation**

**Digital
Intelligence
& CRM**

Leveraging proprietary **Artificial Intelligence technologies** and a strong engineering approach, we work hand-in-hand with the customer, sharing strategic choices and offering continuous data- and technique-driven support.

HUMAN AI

We start from the data to study opportunities and activate our suite of sonar and ai tools to improve the performance of marketing campaigns

In ongoing consulting, guided by the data collected with our artificial intelligence platforms, we will develop an action plan that is always up-to-date and aligned with changes in user searches and shared business goals.

HUMAN
ACTIVATION



MARTECH LAYER



AI & HUMAN
CONSULTING





TALENT GARDEN

COWORKING

**INNOVATION
SCHOOL**

**CORPORATE
TRANSFORMATION**



OUR DIGITAL AND TECH COMMUNITY

4,500
Members

SME: 7%
Startup: 69%
Freelancer: 18%
Corporate: 6%

+3,800
Students

+1,200
Young Children
trained in coding
and robotics

110
Corporate Partners

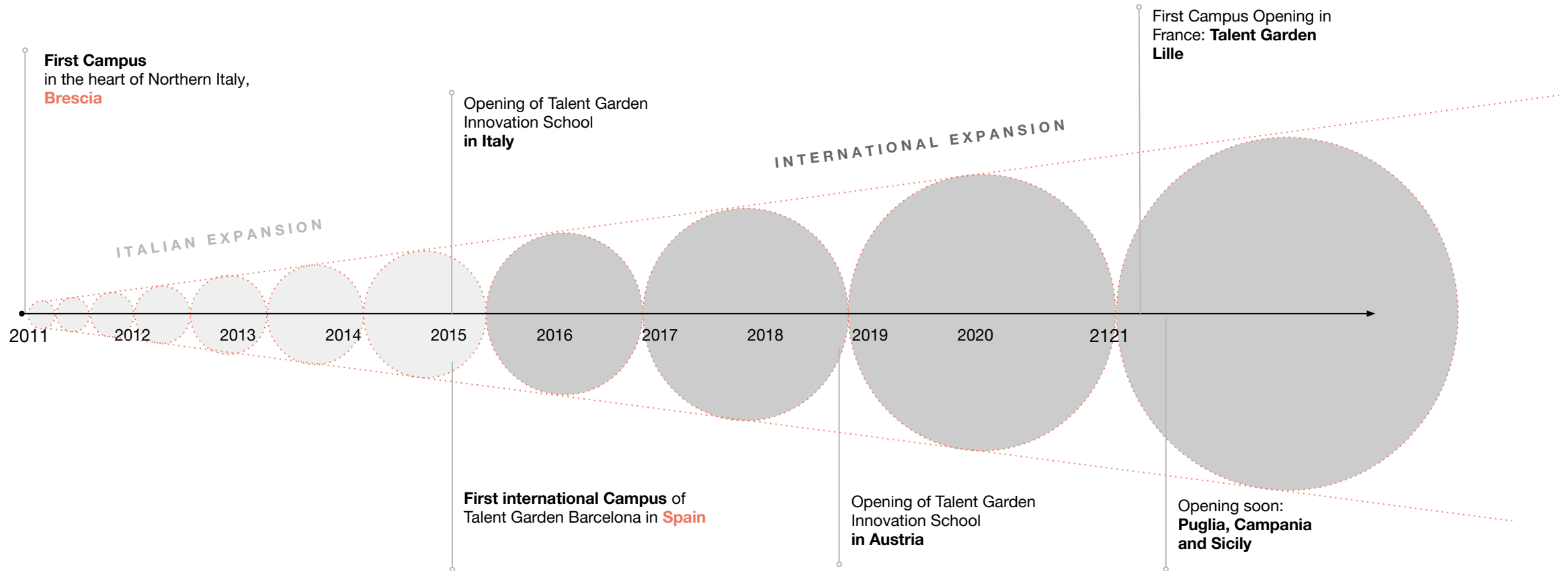


+2,100
Networking Events



OUR PATH

Since our founding, we have raised **€65M** in financing from TIP (Tamburi Investment Partners), Social Capital, Indaco Ventures, CDP Venture Capital SGR and primarily European family offices.





WHERE WE ARE

8 Countries
14 Cities
18 Campuses

We are the largest European network of campuses for professionals working in the tech and digital industries.



TALENT GARDEN INNOVATION SCHOOL

Digital education to sustain long term growth

- We help individuals and organizations to blend two powerful learning opportunities.
 - **Formal Learning:** We provide them with structured paths to improve the digital skills that are needed to turn strategy into action.
 - **Informal Learning:** We allow them to be constantly updated through continuous learning and networking from the evolving environment surrounding them (co-learning).
- We **focus on Digital skills**, because mastering Technology means mastering humankind's future. Digital is the new normal.
- We **turn people into digital experts** and foster their growth day by day. They grow in every moment of their lives. When they are working, when they are studying, and connecting as part of a community of digital learners.





Goal

How the use of **technology**, **data reconciliation** and an enormous ability to **experiment** and **adapt** to different scenarios have allowed us to overcome the challenge and sustain important growth rates in Italy and Europe for the international innovation school.



PROBLEMS AND OPPORTUNITIES RELATED TO A FULL FUNNEL PATH THAT NEED TO SCALE QUICKLY

1

Marketing VS Product

Multi-Country Context
Different Product Strategy
Market Research
Kill non profitable products

2

Marketing VS Sales

Results on Sales
Final Conversion our Mantra
Review Marketing Strategy according Sales Feedback

3

Marketing VS Data

Need to access data in a quickly way
Review decision quarter by quarter (but also week by week!)





Problem



**MARKETING FUNNELS
ARE LINEAR.
CUSTOMER JOURNEYS
ARE NOT.**



OUR PURCHASE PROCESS

1

It's slow.

2

**It's
multi-channel.**

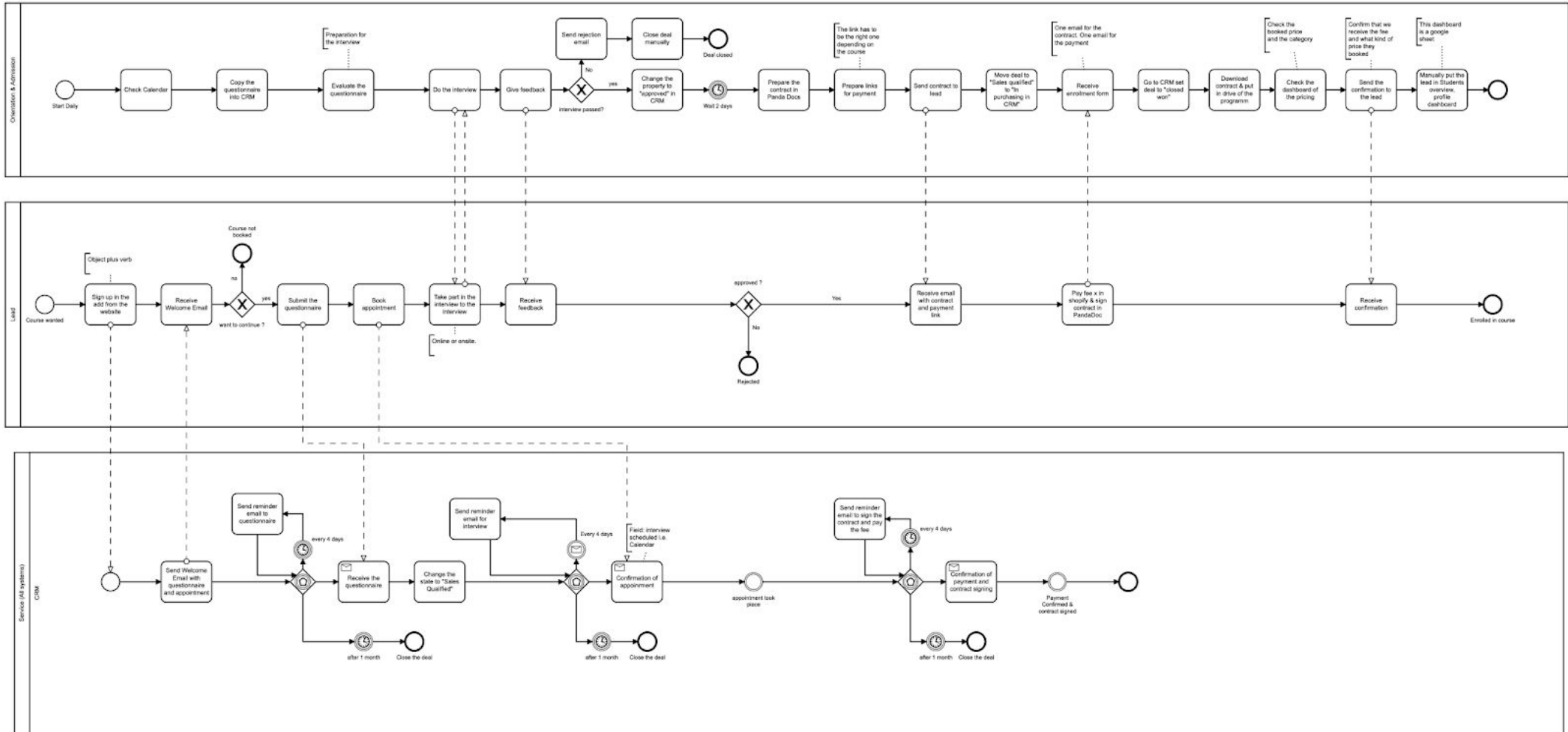
3

It is not linear.

- A full-funnel strategy can help us reach more buyers across multiple touchpoints.

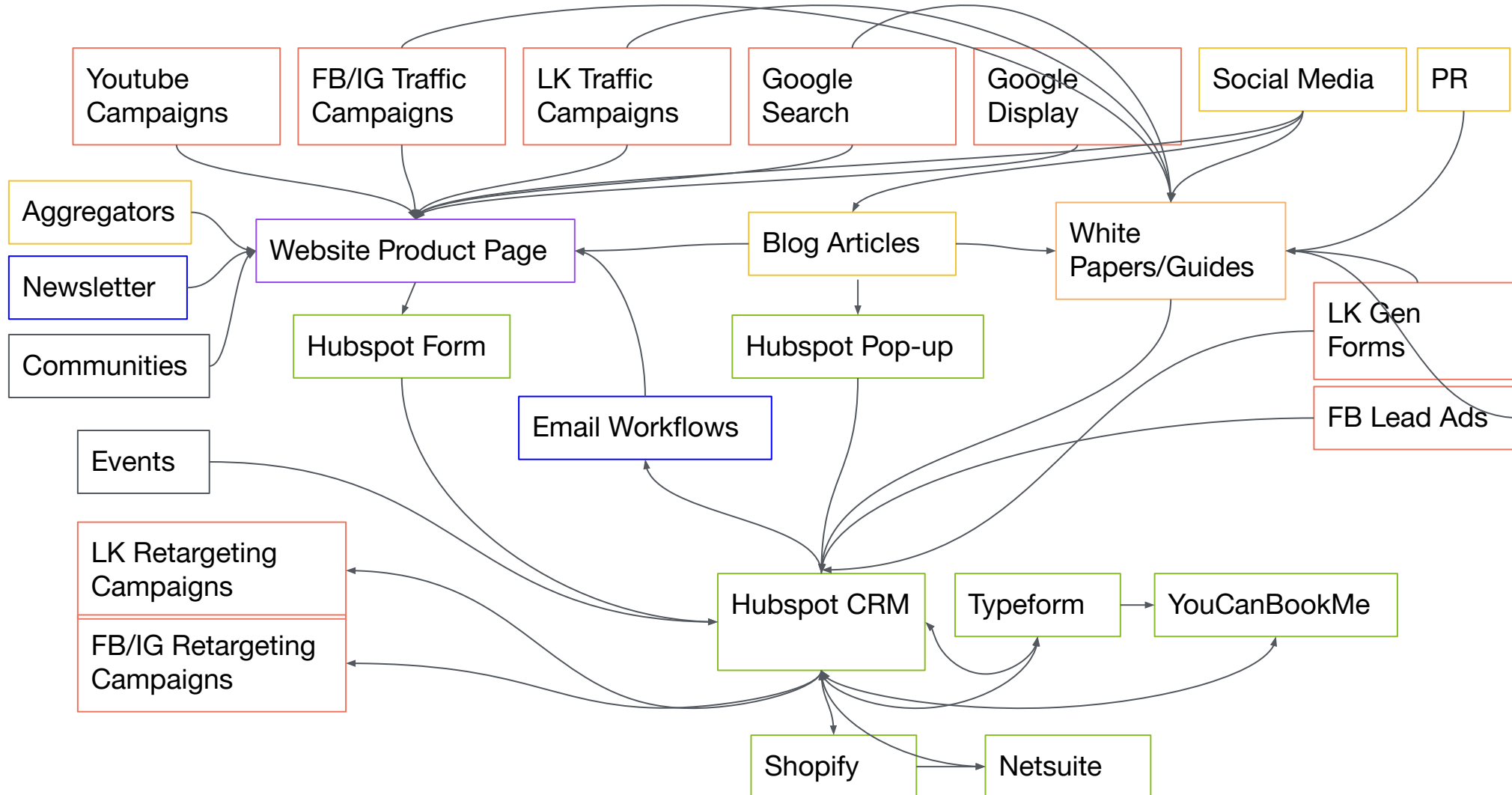


IT'S SLOW





IT'S MULTICHANNEL





IT'S NOT LINEAR

	Interaction date	Contact	Interaction type	Interaction position	Asset title	Asset type	Deal
1	2021-07-13 16:17	68371601	VISIT	Last interaction; Deal create	Thank You – School – UX Design Master – Italy Talent Garden	WEBSITE_PAGE	5675263887
2	2021-07-13 16:17	68371601	SUBMISSION	Middle	Learn - UXFT [it-IT] - Apply	BLOG_POST	5675263887
3	2021-07-13 16:17	68371601	VISIT	Middle	UX Design Master Online Talent Garden	BLOG_POST	5675263887
4	2021-07-13 16:16	68371601	VISIT	Middle	Italia Talent Garden	LISTING_PAGE	5675263887
5	2021-07-13 16:16	68371601	VISIT	Middle	Online Talent Garden	LISTING_PAGE	5675263887
6	2021-07-13 16:16	68371601	VISIT	Middle	Italia Talent Garden	LISTING_PAGE	5675263887
7	2021-07-13 16:15	68371601	VISIT	Middle	Tamburi Investment Partners mette a disposizione 10 borse di studio per formare i futuri professionisti del digitale Talent Garden	BLOG_POST	5675263887
8	2021-07-13 16:15	68371601	VISIT	Middle	UX Design Master Online Talent Garden	BLOG_POST	5675263887
9	2021-07-13 16:05	68371601	VISIT	Middle	Tamburi Investment Partners mette a disposizione 10 borse di studio per formare i futuri professionisti del digitale Talent Garden	BLOG_POST	5675263887
10	2021-07-13 16:02	68371601	VISIT	Middle	UX Design Master Online Talent Garden	BLOG_POST	5675263887
11	2021-07-13 16:02	68371601	AD_CLICK	Middle	Impara dai migliori professionisti del Design.	AD	5675263887
12	2021-06-30 22:52	68371601	AD_CLICK	Middle	Disegna esperienze su misura per i tuoi utenti.	AD	5675263887
13	2020-12-12 20:34	68371601	VISIT	Middle	Corporate Program Talent Garden	WEBSITE_PAGE	5675263887
14	2020-12-12 20:34	68371601	VISIT	Middle	Talent Garden Milan Calabiana Coworking for Freelancers & Startups Talent Garden	BLOG_POST	5675263887
15	2020-12-12 20:34	68371601	AD_CLICK	Middle	Scopri Talent Garden Milano	AD	5675263887
16	2020-12-12 12:42	68371601	VISIT	Middle	UX Design Master Online Talent Garden	BLOG_POST	5675263887
17	2020-12-12 12:42	68371601	SUBMISSION	Lead create	Learn - UXFT [it-IT] - Apply	BLOG_POST	5675263887
18	2020-12-12 12:39	68371601	VISIT	Middle	Talent Garden Milan Calabiana Coworking for Freelancers & Startups Talent Garden	BLOG_POST	5675263887
19	2020-12-12 12:39	68371601	AD_CLICK	First interaction	Scopri Talent Garden Milano	AD	5675263887



**GENERATE BRAND AWARENESS
& ENGAGEMENT**

AWARENESS

PR
Events
SEO Articles
Reports, White Papers & Guides
Youtube Campaigns
SoMe
Link Building
Influencer Marketing

**GENERATE MORE QUALIFIED
LEADS**

CONSIDERATION

Google Search
Google Display
Facebook Campaigns
Linkedin Campaigns
Youtube campaigns

**INCREASE LEAD CONVERSION AND
TARGET NON-ACTIVE PROSPECTS**

CONVERSION

Hubspot as CRM
Lead Nurturing Email Workflows
Retargeting Campaigns
Events

**MAKE CUSTOMERS HAPPIER IN ORDER TO
INCREASE CUSTOMER RETENTION AND
CUSTOMER LIFETIME VALUE**

LOYALTY

Hubspot as Customer Service
Tool
Newslettering & Segmentation
SoMe
Events

**ENCOURAGE EXISTING CUSTOMERS TO
RECOMMEND OUR BRAND TO THEIR FRIENDS,
FAMILY AND COLLEAGUES**

ADVOCACY

Referral Program
Rewarding & Gamification

ROADMAP



The Funnel

- Structure & Design our customer acquisition funnel considering cross-product contamination.

Data Analysis

- Have a clear understanding of the different sources of lead generation and conversion
- Take into account First Interaction, Middle Interaction and Last Interaction and design the relevance over time.

Campaigns Optimization

- Focus on the Marketing activities that are real game changers.
- Invest our budget in the most performative ones in terms of conversion.
- Consider middle term and long term objectives.

Experimentation

- We see experiments as distributed test aiming to grow Talent Garden business.
- Every experiment consist of a short iterative test with the goal to improve a key metrics we expect is important for our business.
- Each key metric is supported by one or more expected driving factors that are the core target of our experiments.

ITERATIVE APPROACH

In order to always be competitive and innovative in the Talent Garden proposition, we have set up a working approach based on test & learning modalities. This approach has been indispensable given the nature of the client who offers products at the cutting edge of both content and methods, leading us to explore new areas each time.



4P MARKETING TECHNOLOGY

PROCESS

HOW?

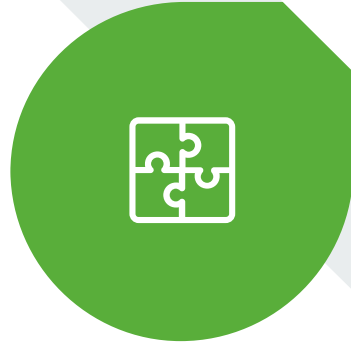


PLAN

WHY?

PLATFORM

WHAT?



PEOPLE

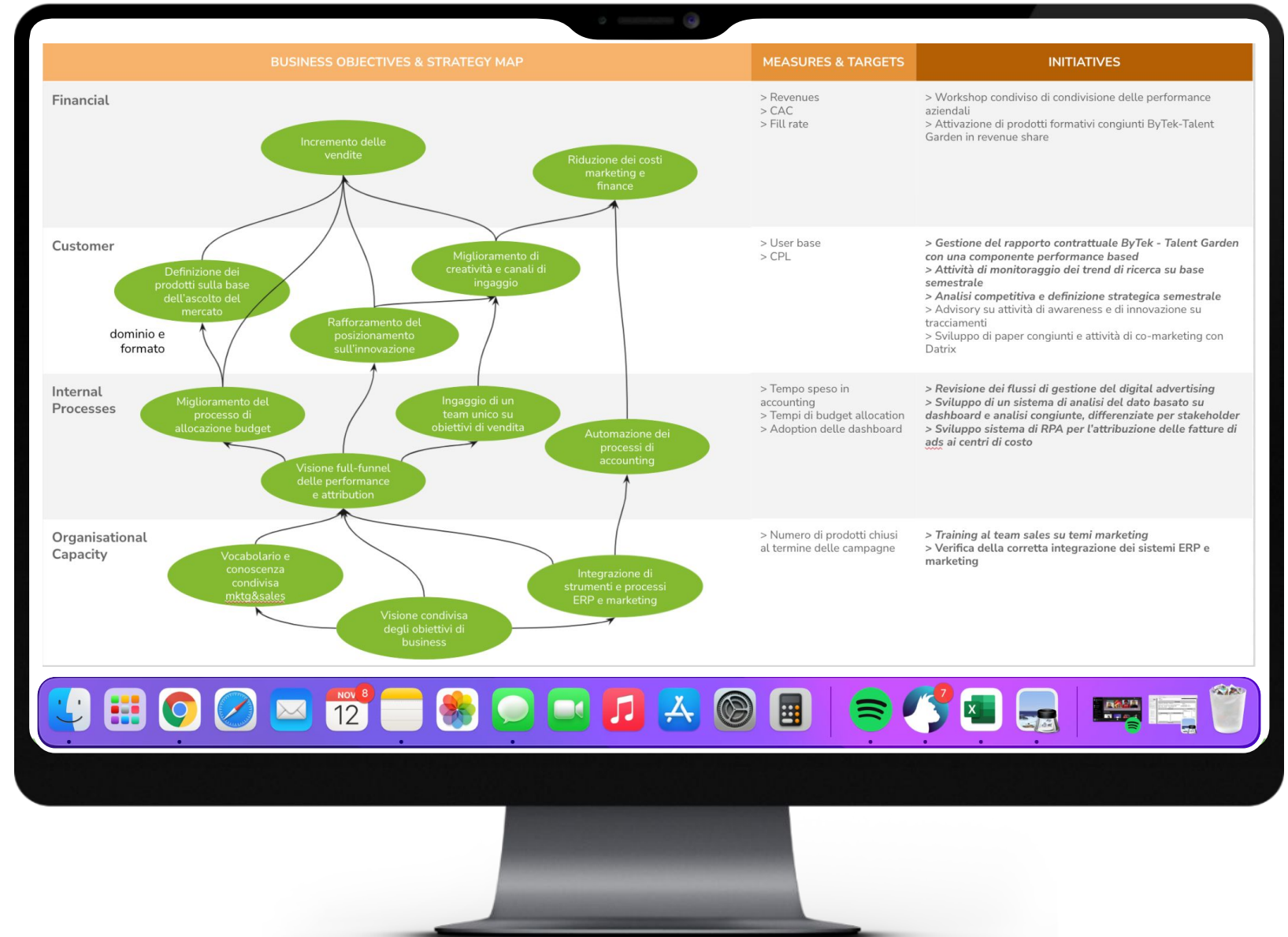
WHO?



PLAN

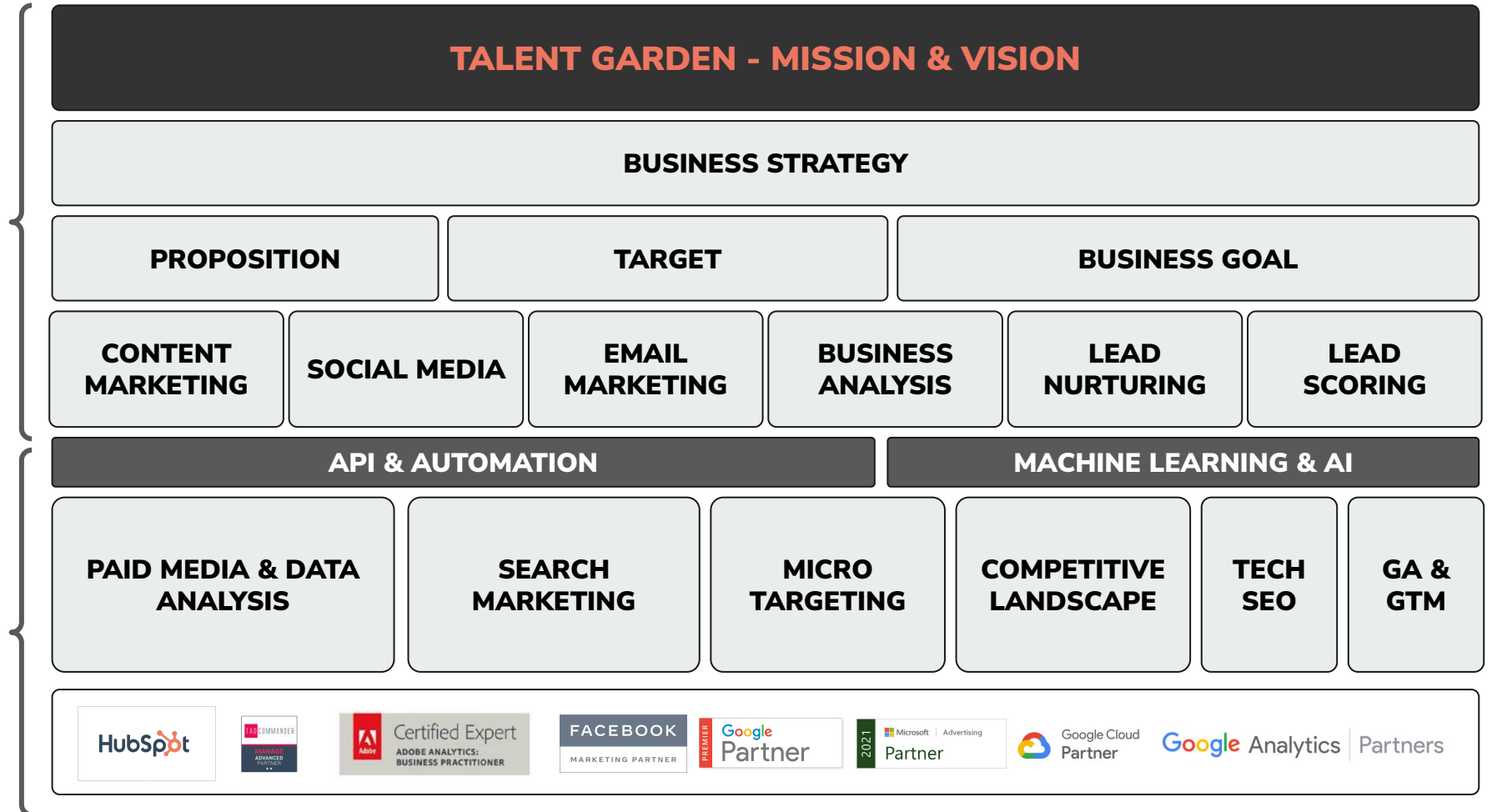
The tool of the strategy map allows to reason in a shared way on the various perspectives in order to arrive at the objective in an efficient way, highlighting the relationship between the strategic actions and the methods of measurement.

In this way, action is taken both on project governance and on operations activities.

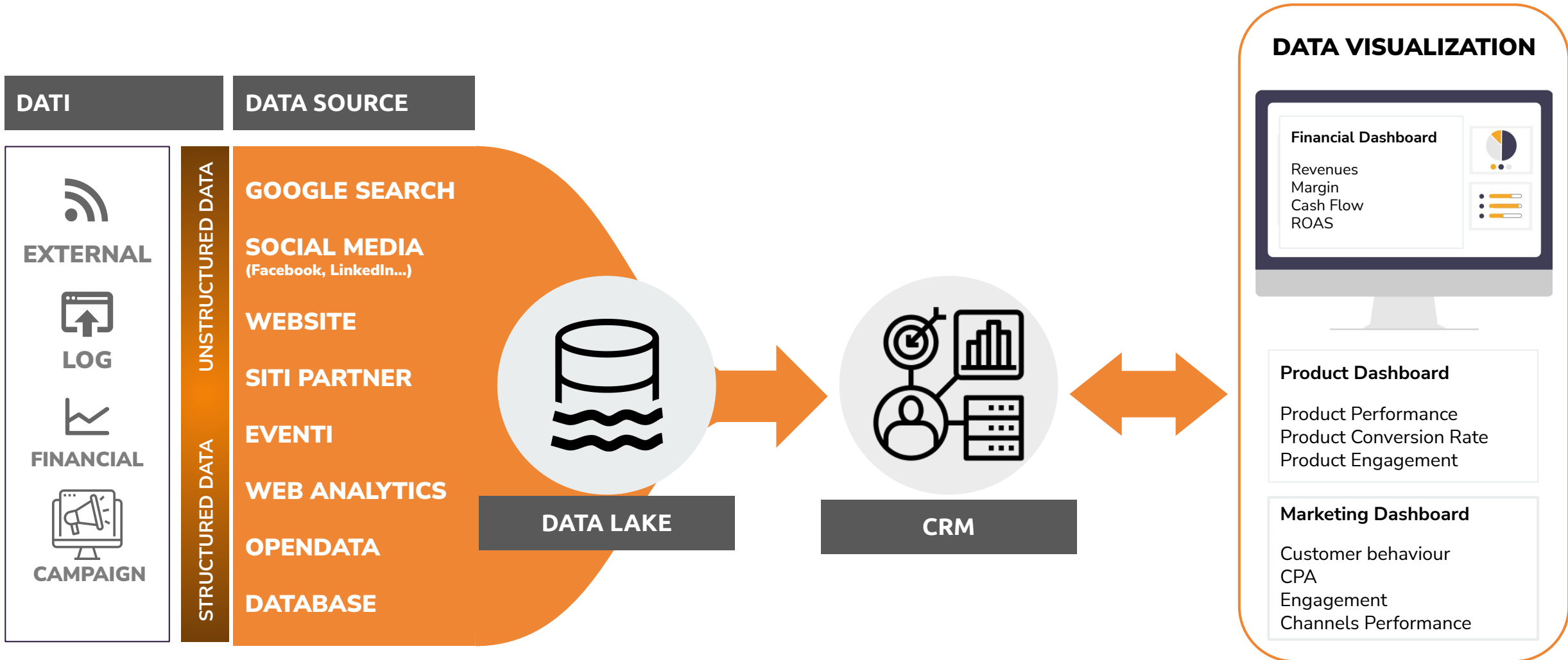




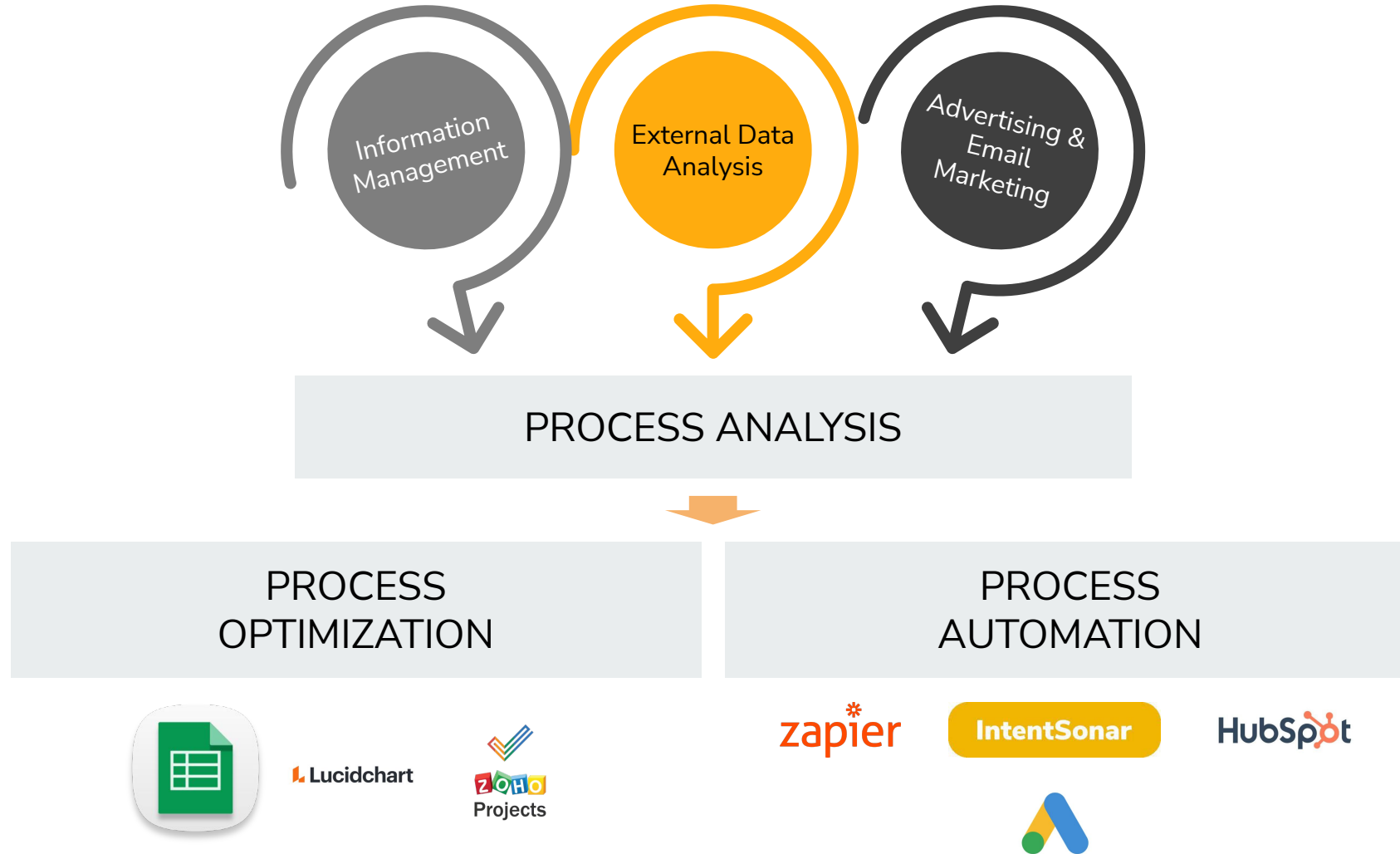
PEOPLE - T-SHAPED TEAM



PLATFORM



PROCESS





Business Case



BUSINESS INTELLIGENCE & PERFORMANCE BASED ENGAGE

MONITORING RESULTS & PERFORMANCES - 2015



MONITORING RESULTS & PERFORMANCES - 2018



MONITORING RESULTS & PERFORMANCES - TODAY



PERFORMANCE BASED ENGAGE

MONITORING RESULTS & PERFORMANCES - TOMORROW



PERFORMANCE BASED ENGAGE

ATTRIBUTION

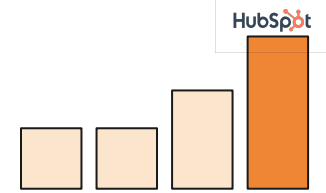
KICK OFF - 2017

Last Click Attribution Model



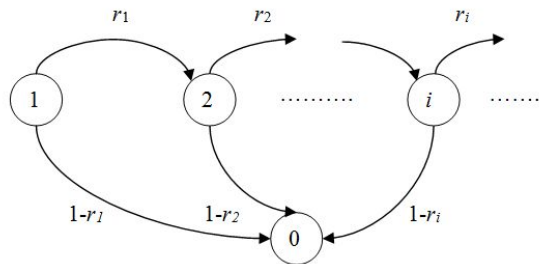
AFTER ONE YEAR - 2018

Last Click on CPA



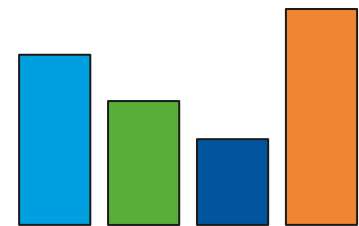
LET'S USE MATHS - 2019

Markov Chains attribution modeling



TODAY

marketing mixing models AI Driven





 **ByTek**
performance marketing AI

 **Talent Garden**

Full-Funnel Lead Generation

Talent Garden Innovation School

Paolo Dello Vicario | ByTek

Veronica Bellino | Talent Gard...

 **datrix**
AI applications

 **iab**
FORUM 121

[Watch the video](#)



Thank you!



datrrix.it



finscience.com

Milano

Foro Buonaparte 71
20121 Milano [\[mappa\]](#)
Tel +39 02 76281064



paperlit.com

Viterbo

Via dell'Agricoltura 8
00110 Viterbo [\[mappa\]](#)
Tel +39 02 76281064



3rdplace.com

Roma

Viale Luca Gaurico 91/93,
00143 Roma [\[mappa\]](#)
Tel +39 02 76281064



bytekmarketing.it

Cagliari

Largo Carlo Felice 18
09124 Cagliari [\[mappa\]](#)
Tel +39 02 76281064



adapex.io

New York

27 East 28th Street
New York, NY 10016
Tel +1.718.618.9982