Socalytix
Make Your leads alive

SOCALYTIX supports ecom retailers' in unlocking revenue from both **existing & new** customers.

Socalytix targets online retailers who want to increase **consumer loyalty and retention rate**. Socalytix SAAS platform enriches retailer's data by using machine learning and thousands of external inputs from the open web, to understand what consumers really want.

Existing Customers

Enrich Customer Data

⌄

- ID NewAffinities
- Upsell
- Cross Sell

⌄

- More frequent purchases
- Increased LTV

New Customers

- Enrich Customer Data
- Qualify the value of the new leads
- Segment new leads based on Projected Value

⌄

Achieve more efficient CAC

SOLUTION HIGHLIGHTS

- Based on open-source information (open web)
- Information is gathered through sites' official API, open to any user
- Platform is GDPR compliant (European Privacy Regulations)

BEHAVIORAL ANALYSIS

- Data is gathered, analyzed and categorized
- Consumer's digital footprint is constructed according to 21 life categories and events
- Recommendations are provided according to consumer's purchase potential

THE SAAS MODEL

- DATA analytics
- WEBINT Solutions
- CRM Solutions
- AI based Apps

CUSTOMERS

Unipol GRUPPO

FOREVERBAMBÙ
100 anni di segni

INVESTOR

xrc labs

MOONBOW VENTURES

CX CENTAX