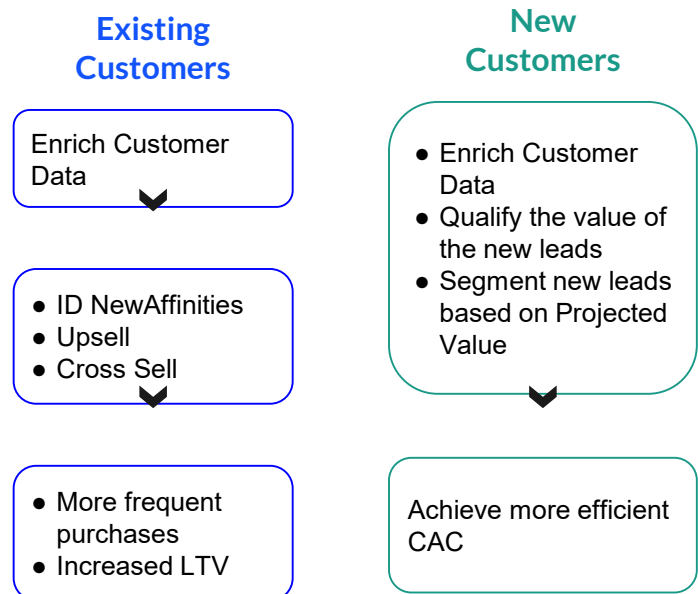




Socalytix targets sporting goods retailers who want to increase **consumer loyalty and retention rate**. Socalytix SAAS platform enriches retailer's data by using machine learning and thousands of external inputs from the open web, to understand what consumers really want.

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




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



INVESTOR

