



PRESS RELEASE

**The Datatrics Business Unit updates its Customer Data Platform  
with Audience 2.0 and a new Touchpoint Builder**

***Accessible, user-friendly technologies will support the Group's growth  
in the small-medium business segment***

Milan, 20 December 2022 – Growens (ticker GROW), a company admitted to trading on the multilateral trading facility Euronext Growth Milan and operating in the cloud marketing technology field, today announces an update to the **Datatrics Customer Data Platform**, the **AI-powered predictive marketing platform** developed by the Business Unit of the same name, thanks to the introduction of two new features: **Audience 2.0** and **Touchpoint Builder**.

Established in the **Netherlands** and acquired by **Growens** in **2018**, **Datatrics** has completely updated the core software for its **Customer Data Platform (CDP)** with **Audience 2.0**. The most important update is the **360-degree customer profile** that now **automatically merges all customer data** from **50 channels**. By taking advantage of **advanced Artificial Intelligence technology** in a simple and intuitive way, e-commerce players can now have a **better and more complete picture of their customers**, as well as easily **create segments** generated by the Audience algorithm based on the buyer phase a customer is in and their **preferred persuasion method**.

The second news related to the Datatrics CDP concerns the introduction of a new **Touchpoint Builder**. This feature allows marketers from all over the world to **create personalized touchpoints** in a **quick, user-friendly and accessible** way, with no need for technical HTML or CSS coding skills. In this way, directly through the CDP, marketers will be able to choose a **personalized template**, select the products to show and the target audience, and lastly to plan the exact timing when the content will be published.

These updates are consistent with **Growens' Product-Led approach**, which sees the products of its Business Units as the strategic drivers behind the growth and expansion of the business. After the introduction of the freemium version of Datatrics, Growens continues on its path aimed at **increasing the accessibility of innovative technological products**, making them increasingly within the reach of medium-small companies.

“With the update of its Customer Data Platform, the Datatrics Business Unit takes another step towards **democratizing the access to sophisticated technological tools for marketing**

even for all companies that cannot afford large investments” – commented **Nazzareno Gorni, CEO and founder of Growens**. “Audience 2.0 and Touchpoint Builder are effective updates and have already produced concrete results for our customers' businesses. Since the introduction of Audience 2.0 in May 2022, customers have seen their conversion rate uplift increase from an average of 20% to 30%, resulting in real competitive advantage. This is precisely the essence of our Product-Led strategy, an approach that aims at the growth of the Group through the enhancement of the products of the Business Units, which are increasingly accessible to an expanding customer base”.



**Growens (GROW)** is a vertically integrated player in the field of Cloud Marketing Technologies, with a combined SaaS and CPaaS offer. Its growing suite of data-driven solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from the parent company, which includes the MailUp business unit (Email marketing technology), the group boasts a steady growth path both organically and through acquisitions: Acumbamail (Spanish and LatAm markets), Agile Telecom (wholesale SMS market), Datatrics (artificial intelligence), Contactlab (Email marketing enterprise). The brand portfolio is completed by BEE, an email editor launched in 2017 as a complementary business line, already covering thousands of customers worldwide. Today, Growens is a leading European player in the field of Cloud Marketing Technologies, serving ca. 26.000+ customers in 100+ countries.

The company is admitted to trading on the Euronext Growth Milan (EGM) market managed by the Italian Stock Exchange, with a free float of ca. 35%.

**ISIN IT0005040354 - Reuters: GROW.MI - Bloomberg: GROW IM**

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