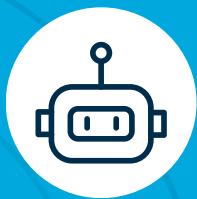
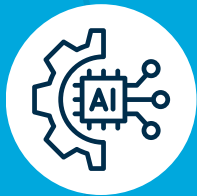


Marketing & Sales

The Marketing and Sales departments work closely together to **support business growth and turn leads into opportunities**. But when information is spread across unintegrated **platforms**, **communications become fragmented**, operations slow down, and the risk of error increases.



Agentic AI: autonomous task execution, interaction with complex systems, and continuous adaptation.



Integrated hyperautomation: combination of automation, artificial intelligence and AI agentic in a single platform.



Custom automations: integration with custom platforms and different infrastructures.

Marketing & Sales

Case Study

The problem

Non-integrated web tracking: navigation data remains disconnected from follow-up activities

Fragmented social insights: useful information difficult to aggregate and leverage

Reports from different sources: a lots of data to be collected between the different ones slow down the analyses

Our solutions

- ✓ **Detects** user behavior and insert them in automated nurturing flows.
- ✓ **Collects and centralizes** social feedback to highlight trends and critical signals.
- ✓ **Unifies** data from different channels and generates consistent, up-to-date reports without manual errors.

Reports available in real time

Data always aligned and updated

Follow-up times reduced by up to 50%



Advanced spreadsheet management



Report Generation



External software integration



Predictive data analysis



On-screen data scanning



BOT to update data