



AI for Marketers

dataro | 'day-tah-ro |
verb "*To dataro it*"

The formula for marketing success

$$Return = Messages \times Engagement$$

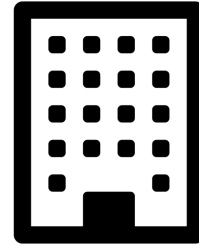
A huge market. The right time.

AUS: \$3B+
World: \$60B+



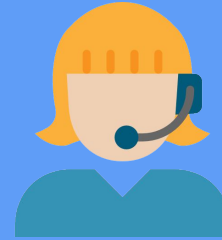
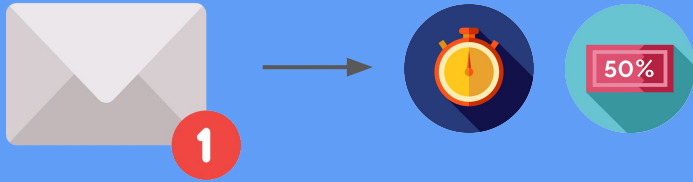
Market research and data
analytics services

AUS: 25k+
World: 500k+



Businesses using marketing
automation software

Dataro targeted marketing



Lucy Tan

Age: 32yo

Sex: Female

Status: Active

High Churn Risk

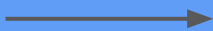
Build a customer profile



Build a customer profile



Automated prediction pipeline



Churn risk



New product
recommendation



Upgrade potential



Reliable customer

Proof in the pudding

GREENPEACE

10%

Reduction
in Churn
Rate



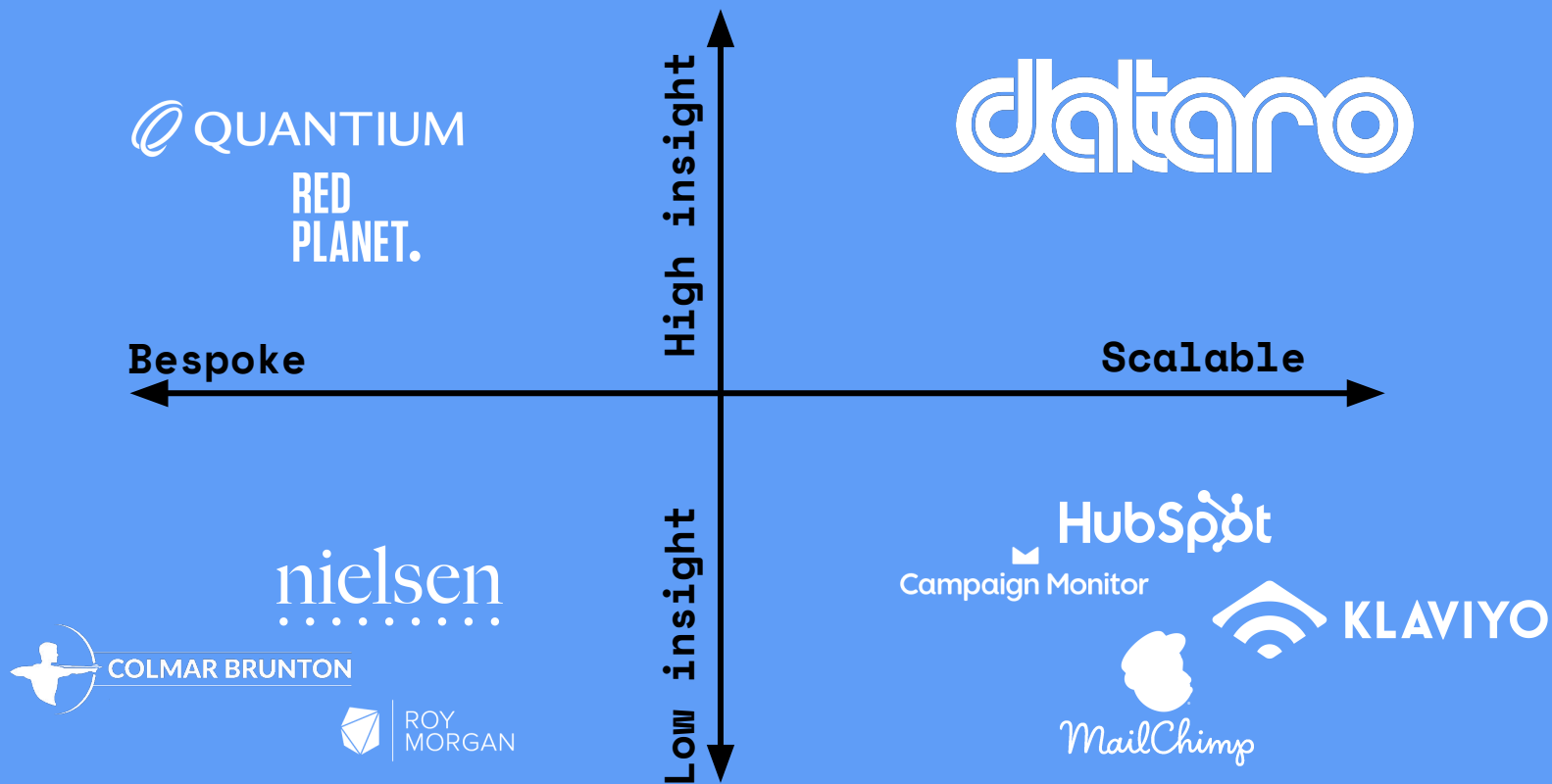
TIM PARIS

Data Scientist & PhD
in Cognitive
Neuroscience.
Founder of Data
Science agency.



DAVE LYNDON

Data Engineer and
Masters degree in
Deep Learning.



Story so far

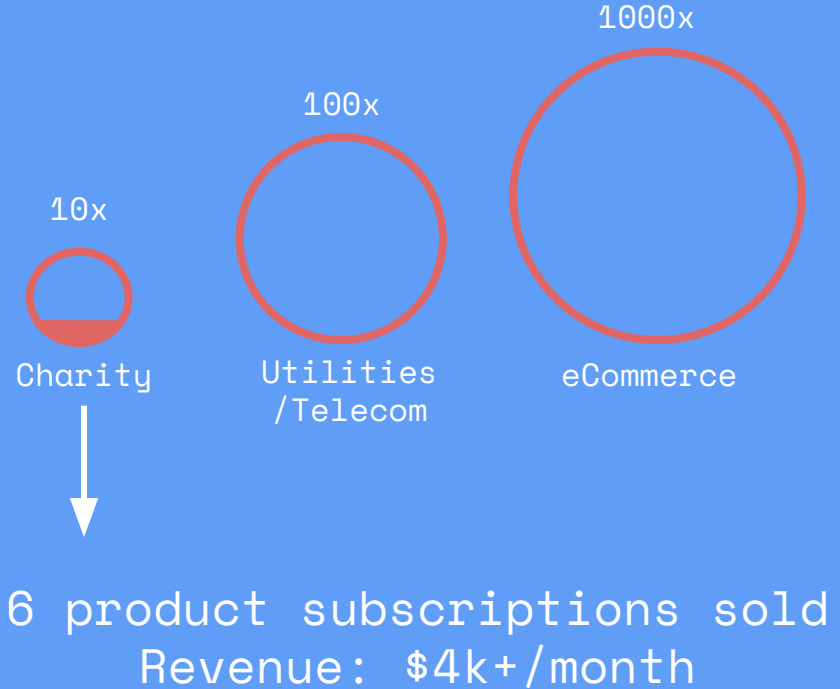
Westpac

FUEL•D

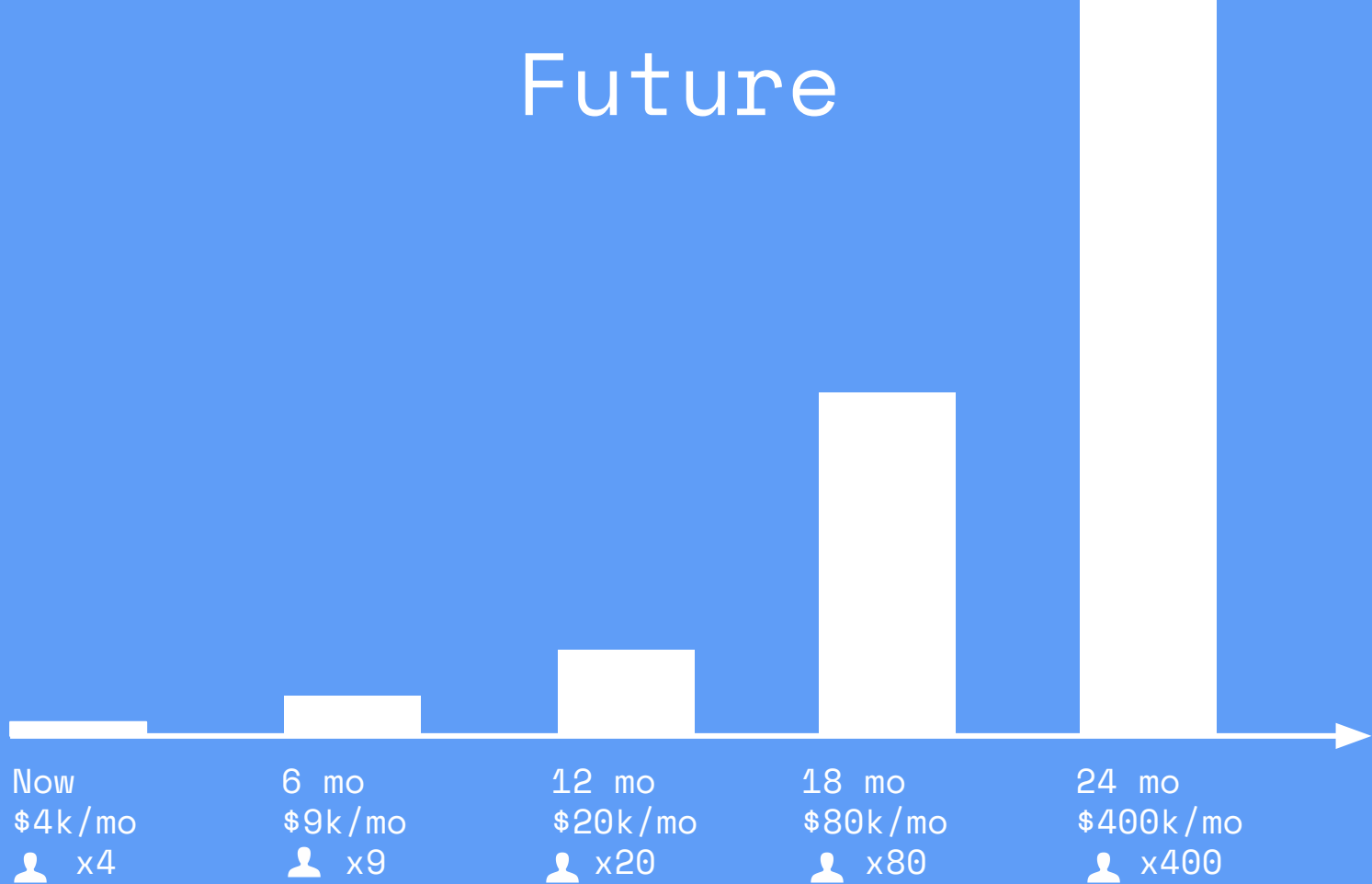
ACCELERATOR



JOBS
FOR NSW



Future



Email for more

tim@dataro.io

Accessed via existing pipelines

Customer
predictions



 Campaign Monitor



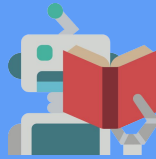
 **autopilot™**


Marketo

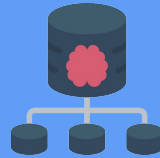
Our solution



Enrich



Predict



Integrate

The ease of generic marketing

