Datable Technology's revenue growth is accelerating as it provides consumer data analytics to top tier global brands

written by InvestorNews | November 29, 2021

In the 21st Century 'data is the new gold'. That is because artificial intelligence, AI, algorithms, which detect consumer interests from the analysis of online searches, have become so sophisticated that it makes sense to only market your product or service to those that have an observed interest in them. In my case, for example, I have an interest in buying an electric car. This means that whenever I am on Google, Facebook, or any number of other sites, my PC or smartphone can be programmed to automatically insert electric car ads in front of me. Companies know to do this because they have mined the data from my previous searches and web page visits and analyzed it with AI.

With the above in mind, you can see why companies that provide advertisers with great first party data (i.e.: direct from the customer) can have a great business. In fact, data-driven organizations are 23 times more likely to acquire customers than their peers. One emerging company that does just that is Datable Technology Corporation (TSXV: DAC | OTCQB: TTMZF).

Datable Technology has developed a proprietary, **mobile-based consumer marketing platform** with an innovative subscription service (SaaS model) **that allows brands to access first-party data and detailed analytics**, leading to enhanced consumer engagement and optimized marketing strategies. The Company's

PLATFORM³ incorporates proprietary technology to monetize the consumer data, including demographics and purchasing behavior, by sending consumers targeted offers by email and text messages. The PLATFORM³ encourages consumer engagement and loyalty via the use of rewards.

Data is the new gold



Source: Datable Technology company presentation

Datable Technology has been operating since 2014 and serves a growing number of the world's largest consumer goods companies, including over 50 valuable brands such as Universal, General Mills, Unilever, Red Bull, Molson Coors, Toro, P&G, and Kimberly-Clark.

In terms of growth Datable Technology is growing both via organic growth and through acquisitions. A recently announced acquisition was of Adjoy, Inc. (Dabbl). Datable technology stated: "This agreement was designed to leverage Dabbl's large community of consumers (encompassing over 1.3 million downloads) and first-party data relationships and to accelerate consumer participation in the marketing programs that leading consumer brands launch on ***PLATFORM³***."

Datable Technology financials

On November 24, Datable Technology announced some great Q3 results (in Canadian dollars), including:

- **"Revenue for three months ended September 30, 2021, increased by 91% to $ 827,283 and revenue for the nine months ended September 30, 2021 increased by 73% to $ 2,147,543**, compared with the same periods in 2020, due to

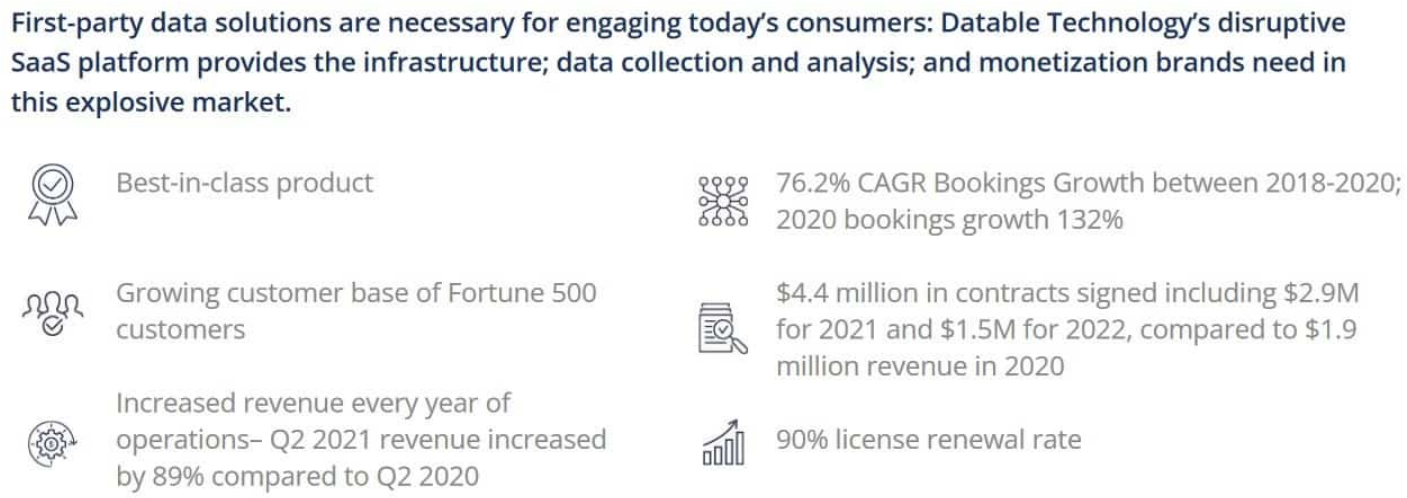
an overall increase in average contract value, project deliveries and transactional orders with higher demands in the quarter from both new and returning customers.

- Deferred revenue as of September 30, 2021 increased by 140% to $1,979,095 compared to $816,495 in the same period in 2020. Deferred revenue accounts for services that have been contracted and paid for by customers that will be delivered and recognized as revenues in subsequent periods.
- Datable currently has approximately $5 million in contracted revenue for 2021 and future periods, of which **about 57% (approximately $3 million) is expected to be recognized as revenue in 2021**."

2019 revenue was C$1.56 million and 2020 revenue was C$1.97 million. Based on the quoted figures above it is looking like 2021 revenue will potentially reach at least C$3 million, which would be about a 50% increase in revenue on 2020. This would mean revenue growth is now accelerating significantly. Certainly, the YTD revenue growth of 73% is very encouraging. The Company is not yet profitable.

Datable Technology's CEO, Robert Craig, stated (re the Q3 results): "We had a significant growth in the first nine months of 2021 despite logistics challenges due to the COVID-19 pandemic and expect growth to accelerate as we add senior salespeople to our team, and the world and consumers open up later in 2021 and into 2022. We believe that the acquisition of Dabbl will position us to accelerate growth with an improved product and scaled up team to serve our growing customer base of world's leading consumer brands."

Why invest in Datable Technology Corporation?



Source: [Datable Technology company presentation]

Closing remarks

Datable Technology is having a very good 2021 with 2021 revenues on track for at least 50% growth over 2020. 2022 contracts already of ~C$2 million suggest 2022 will also be another solid year.

Datable Technology Corporation trades on a market cap of [C$9.7 million], or only ~3.2x, my conservative estimate for 2021, sales of C$3 million. One to watch in a rapidly growing specialized market, data analytics.