Datable Technology wants to reward your loyalty

written by InvestorNews | June 1, 2021

Shopping – everybody does it, even during a pandemic. In fact some of us may have shopped even more during the pandemic because there was nothing else to do once you finished Netflix. Not surprisingly, as with a lot of things the pandemic forced us to do, we all did a lot more shopping on line, digitally. And that's right where Datable Technology Corporation (TSXV: DAC | OTCQB: TTMZF) ("DAC") wants you to be shopping and consuming information.

DAC is a technology company operating in the consumer Internet advertising sector and is providing organizations with dramatic and meaningful improvements in digital and social media consumer engagement, data mining and loyalty solutions. DAC's core product is PLATFORM³, a Software as a Service ("SaaS") consumer marketing platform which enables consumer packaged goods companies and consumer brands to build and launch promotions and special offers on mobile devices. DAC provides strategic and technological solutions to consumer brands that allow them to connect with their consumers through email marketing, search engine marketing, social media marketing, display advertising and mobile advertising.

Facebook, Google, Amazon, Apple and others have shown the value of data mining, metadata, and generally being all up in your business. They are making incredible revenue off of tailoring advertising to best fit your wants and needs. However, according to the Nielsen Trust in Advertising Report, the most trusted form of advertising is "friend-to-friend" recommendations. **People trust the opinions of people they know more than**

advertisements, regardless of whether the ad is seen offline or online. Increasingly, consumers use social networks to share their opinions and experiences about leading brands. In today's competitive marketplace, brands must be able to identify, target and establish relationships with high value consumers, digital advocates and brand ambassadors. Moreover, brands need to track meaningful and tangible results in the form of consumer data, purchases, and return on investment. PLATFORM^3 is a great tool to offer brands these features and more.

Seems pretty straight forward but here is where the DAC story gets interesting, at least to me. In 2018, after spending four years selling PLATFORM^3 licenses to global consumer brands and ad agencies, DAC began work on its own consumer portal and data marketplace – the *flexxi* Rewards Network. *flexxi* provides shoppers with a single rewards and loyalty portal where they register once to earn rewards from multiple consumer brands. *flexxi* members earn valuable rewards for purchasing everyday products and engaging in content published by brands such as recipes, product videos, and blogs. Members can also earn rewards for completing tasks such as entering sweepstakes or instant wins, taking polls, signing up for a newsletter and sharing on social media. *flexxi* provides brands and ad agencies a more compelling and cost-efficient way to connect directly with target consumers and influence their purchase decisions.

The first version, *flexxi* 1.0, is expected to be launched in Q3/21 and will leverage technology from DAC's proprietary PLATFORM^3 SaaS platform. DAC will utilize its vast experience in the consumer market as well as relationships with global consumer brands and partner with organizations that have existing databases of consumers to build a database of millions of opt-in consumers for *flexxi*. Leading consumer goods companies will pay DAC for access to the consumers. Could *flexxi* become

the next “go to” social media platform? I guess we’ll have to wait a while to see how that unfolds.

In the meantime, the Company continues to sign agreements for its PLATFORM^{3} products including a deal with a leading advertising agency on behalf of the dental care brand of one of the world’s largest consumer goods companies and two agreements with a leading bedding company that has 4 major brands in 150 countries. Additionally, DAC recently released its quarterly results for the period ending March 31st, with a key takeaway being a revenue increase of 45% compared to the same period in 2020 due to increases in average contract value, project deliveries and transactional revenue from both new and returning customers.

As you can see, the Company is building momentum. Existing customers include multiple Fortune 500 companies that have large and growing budgets for digital marketing. Although DAC isn’t cash flow positive yet, revenue is growing which hopefully will see the burn rate reduce depending on the cost to roll out *flexxi*. But *flexxi* could be the pot of gold at the end of the rainbow for Datable Technology Corporation.