



Gartner, Magic Quadrant for Mobile Marketing Platforms

HONORABLE MENTION FOR ADA & CONVERGENT MARKETING

Gravina in Puglia, July 16th 2019

Gartner, the U.S. world's leading research and advisory IT company, named *ADA* among the world's top twenty Mobile Marketing platforms, the first in Europe, assigning it the Honorable Mention for the "Magic Quadrant for Mobile Marketing Platforms" for the year 2019.

It is an outstanding recognition for *The Digital Box* that repays the commitment and passion that the team devotes daily, in making our technology more innovative and effective. The Honorable Mentions are recognized only to vendors with significant growth rates and innovation capacity. *Gartner* recommends using *ADA*, as the perfect solution for marketers and communication agencies. Through an integrated mobile marketing platform, it is possible to manage communication campaigns tailored to the attitudes and interests of each user, all from one place.

Gartner's Magic Quadrants provide an overview of technology vendors on the market to those who want to develop a project, make an investment, or require to find the best solution for their needs. A Magic Quadrant provides a competitive positioning of technology vendors, in markets where growth happens fast and provider differentiation is distinct. Born from the interconnection of Mobile, Social Media and AI, our revolutionary methodology, Convergent Marketing®, aroused *Gartner's* interest and contributed in receiving this special mention. This operating model, supported by *ADA*, the All-in-One marketing platform, powered by AI solutions, puts *The Digital Box* among the leading players in the market and as the first European company receiving this exclusive award.

"After a year of intense work we are pleased to announce that American analysts welcomed the technological innovation of ADA X and our ability to emerge, Internationally, with a revolutionary concept: Convergent Marketing®. "This new methodology can be deployed at its best using our platform, ADA X" said Roberto Calculli, CEO and President of The Digital Box. "The results of this collaboration are already noticeable. Gartner and the markets rewarded our Convergent Marketing® vision. An authentic innovation in the digital marketing scenario that sees in the convergence of Mobile, Social Media and AI, the new frontier capable of securing real returns on investment within the communication. We are honored to represent Europe in Gartner's report, and today we are quietly confident in ADA X's ability to compete, and win, against software programs made in the USA".

What is *ADA X*, and what does Convergent Marketing® consist of?

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ADA X is the Mobile Marketing platform created by marketers and designed with their problems in mind. A platform aimed to streamline their activities. A single place including all that marketing professionals need to autonomously manage communication campaigns, create engaging mobile contact experiences, and measure the ROI. Thanks to the perfect combination of AI and Natural Language Processing, that enhance the platform, marketers enjoy a totally immersive experience while using *ADA X*. A one-of-a-kind platform, where human creativity and AI computational skills come together, guaranteeing high-performance results. *ADA X* also allows to apply Convergent Marketing®, a revolutionary methodology, which enables brands to develop their business through personalized and engaging communication campaigns, in the most effective way.

Convergent Marketing® is a mix of tools and strategies with the scope to create interest and involvement, aiming to find the single user's most pertinent and useful communication tool. With Convergent Marketing® you make the most out of Mobile, Social Media and AI combining different content and communication channels. In doing so, you will successfully offer interactive and personalized seamless experiences. Integrating together Mobile, Social Media and AI, the user is reached by an interconnected flux of communications, that let brands to guard every single phase of the Customer Journey transforming a person into a client, and later into a brand ambassador.

ADA and Convergent Marketing® are born from the need of companies to strengthen Customer Engagement activities. In an era in which the consumer is increasingly hyper-connected, you can't ignore the effectiveness of Mobile, Social Media and AI exploited in an integrated way.

With its mobile marketing platforms and virtual assistants, capable of revolutionizing conventional marketing, and over 100 employees distributed in Puglia, Campania, Tuscany, and Barcelona-Spain, *The Digital Box* is present in 28 countries and 5 continents. It has more than 200 partner agencies and more than 5,000 active accounts including *Calzedonia, Porsche, Acqua dell'Elba, Natuzzi, Safilens*.

Website: www.adaoncloud.com

For more info

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