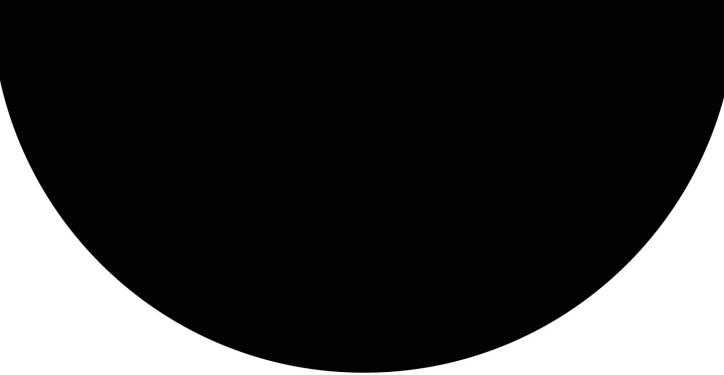
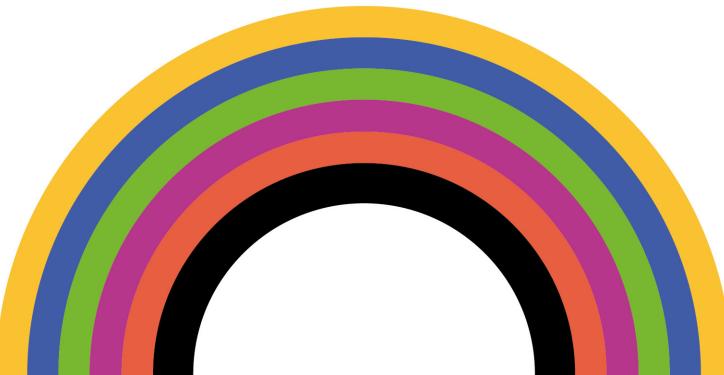


ad'acent



digital comes true



digital comes true

"Digital Comes True" is our guiding principle that drives every action and decision we make, enabling us to transform our clients' digital visions into tangible realities.

With digital as the driving force of change, we are committed to making every client aspiration a reality, supporting them in every stage of their digital journey. Through a combination of strategic consulting, technological expertise, and creativity, we aim to achieve every goal.

For us, "Digital Comes True" is not just a slogan, but a promise. Because the digital we love is the digital that comes true.



we are a Benefit Corporation

We want our growth to be an advantage for everyone: employees, clients, society, and the environment. We believe in the importance of creating a tangible and measurable impact on our clients' businesses, with a strong focus on human resource enhancement and sustainability.

Our transformation into a Benefit Corporation is a natural step: we want our social and environmental commitment to be an integral part of our corporate DNA.

Our "Digital Comes True" means making our clients' digital vision a reality, but also being a responsible company attentive to the well-being of all stakeholders.



here we are

Adiacent is the leading global digital business partner for Total Experience.

250 people

20 millions of € in turnover

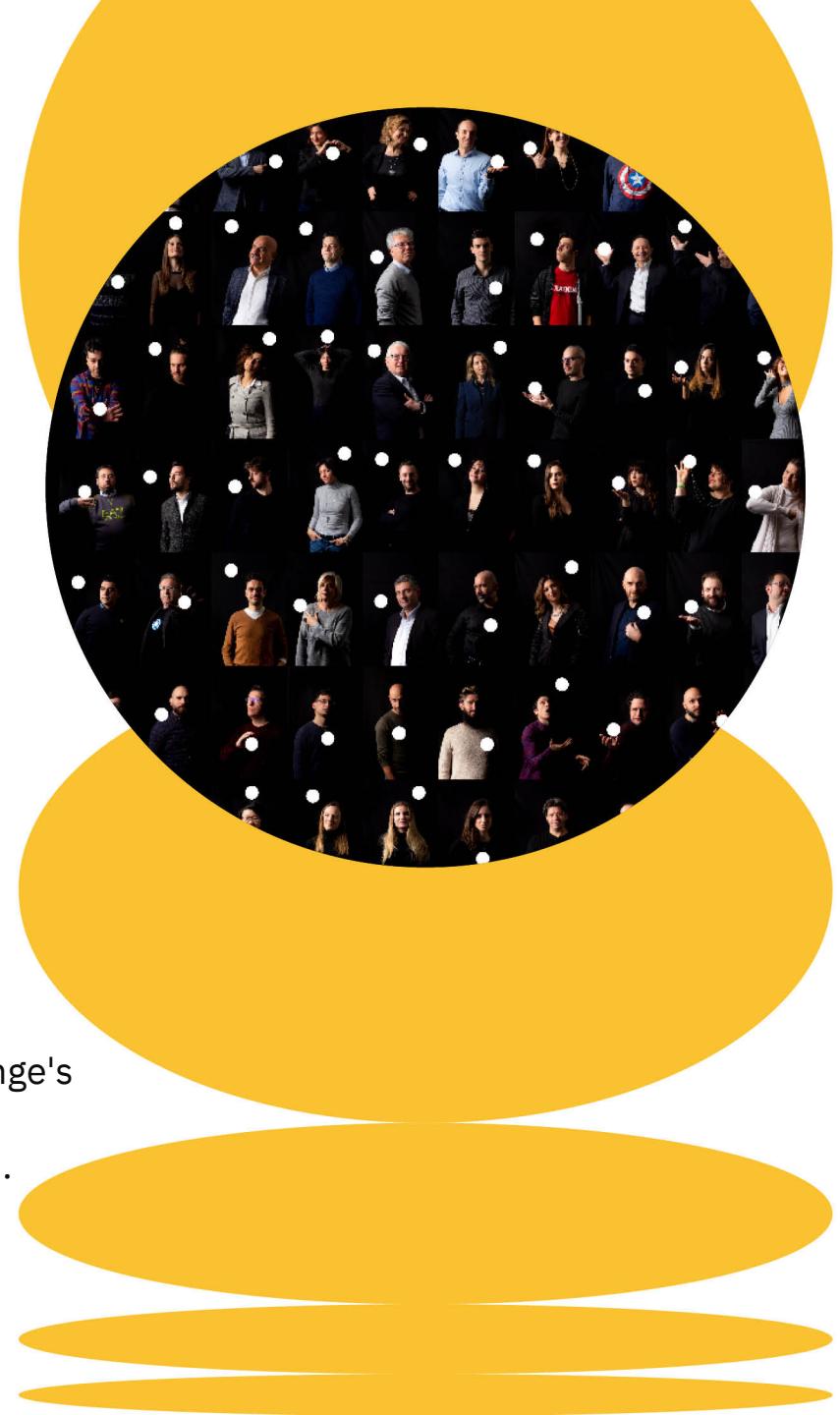
9 offices in Italy

3 offices abroad: **Hong Kong, Madrid, Shanghai**

Humanistic and technological skills, complementary, in continuous evolution.



We are part of the SeSa group listed on the Italian Stock Exchange's Electronic Market and leader in the ICT sector in Italy, with a consolidated turnover of €3.210,4 million (as of April 30, 2024).



our values



share
talent
ahead
respect

the boldness of the digital playmaker

The concept of the Digital Playmaker is inspired by the world of basketball, where the playmaker is the one who leads the team, coordinates actions, and creates gameplay opportunities. Similarly, in the digital context, the Digital Playmaker is the one who, with a broad strategic vision, guides the team through the complexity of the digital landscape, creating innovative strategies and solutions.

Just as in basketball, where the playmaker must be versatile, intuitive, and capable of quickly adapting to game situations, the Adiacent team is also equipped with cross-functional skills, decision-making abilities, and a clear vision.

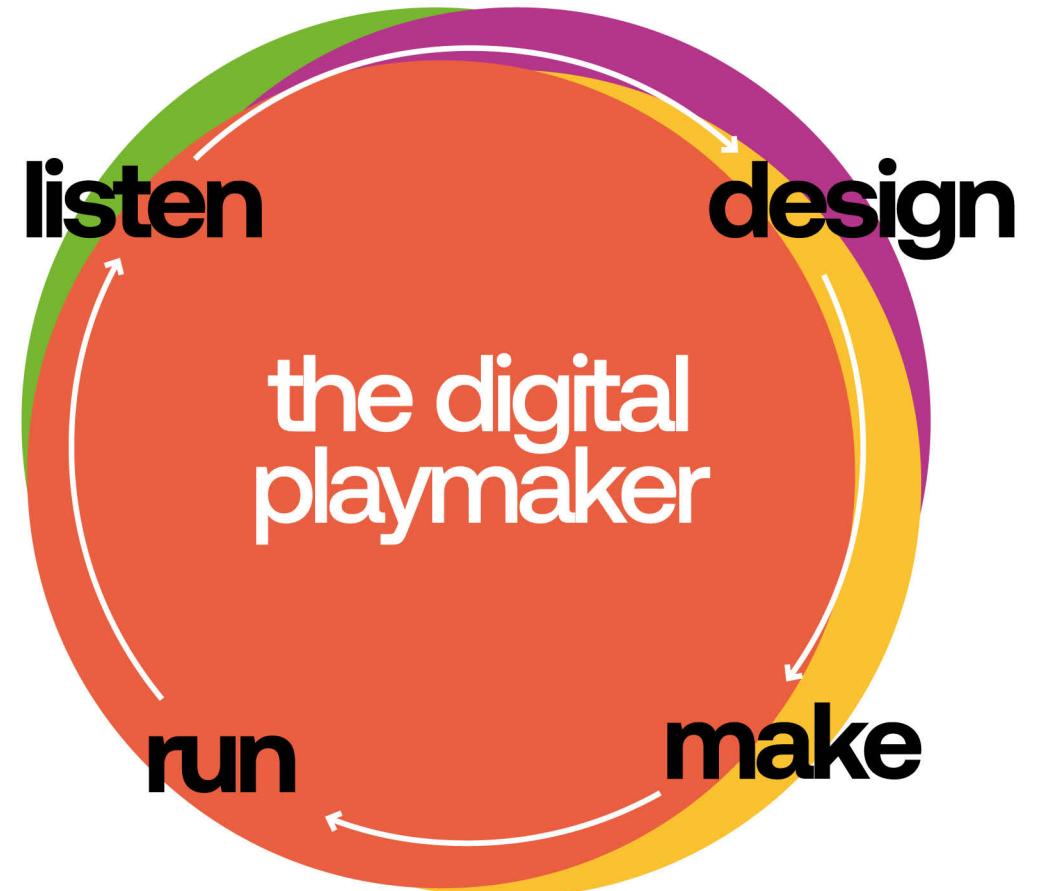
We are committed to turning digital challenges into successful opportunities, offering a competitive advantage to companies in the ever-evolving digital market.



the value generation loop

We adopt a 360° vision that starts from data and market analysis to define tailored strategies. We implement the "Value Generation Loop": a dynamic cycle that not only guides project design and analysis but also extends within them. We create unique experiences supported by advanced technological solutions, and continuously monitor results to fuel a continuous cycle of business learning and growth.

A virtuous circle that guides us towards excellence and enables us to shape a dynamic ecosystem where each phase mutually feeds one another.



listen

We observe the markets to bring effective strategies to life and employ advanced analysis capable of measuring results and evolving along with the flow of data.

- Market Understanding
- AI, Machine & Deep Learning
- Social & Web Listening and Integrated Analytics
- Budget, Predictive, Forecasting & Datawarehouse



design

We design projects that enhance companies' business, brand identity, and user experience, both in domestic and international markets.

- Business Strategy & Brand Positioning
- Employee & Customer Experience
- Content & Creativity
- Virtual, Augmented and Mixed Reality



make

We develop and integrate multichannel technologies that generate increasingly seamless experiences and connections globally, both online and offline.

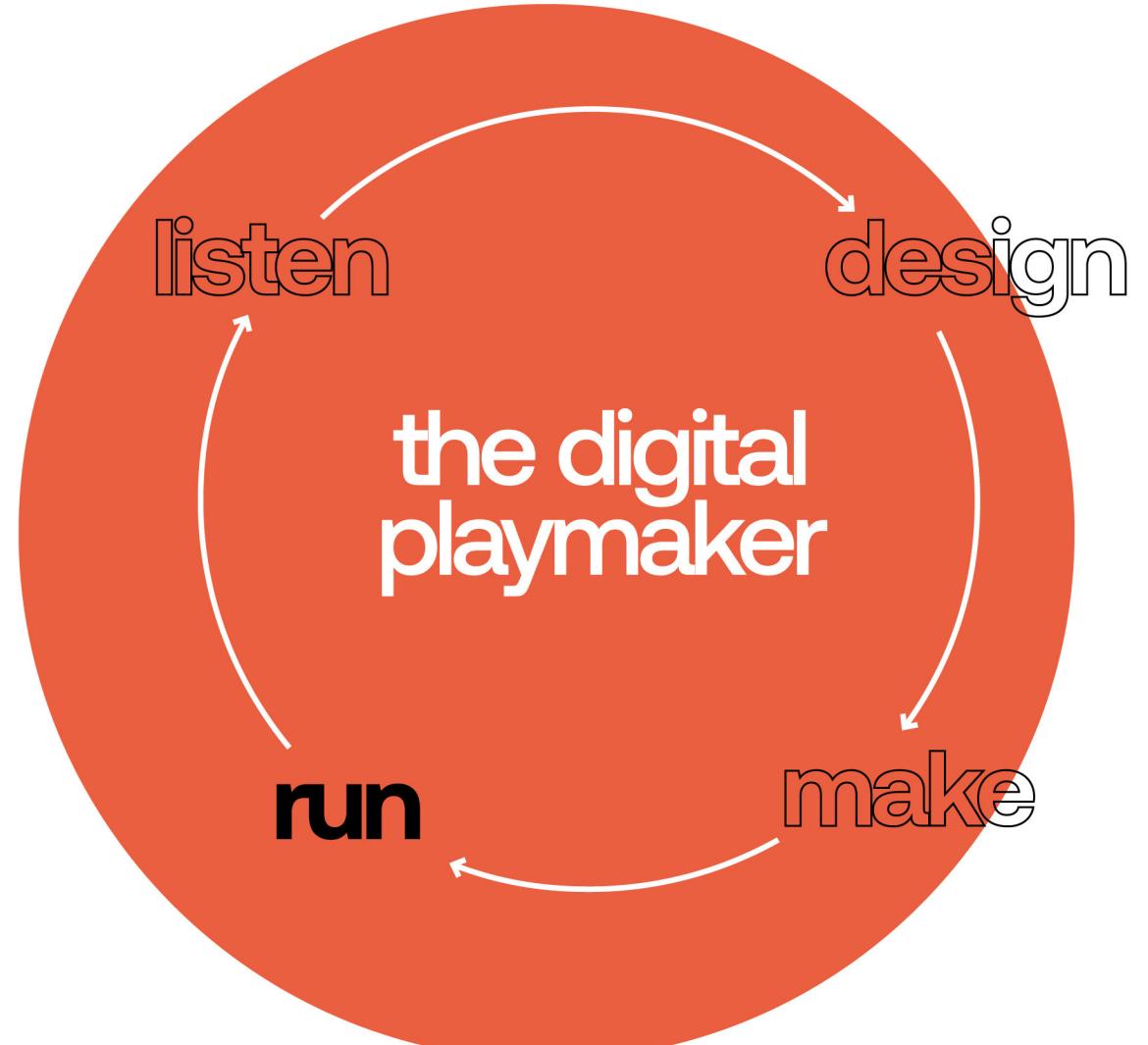
- Omnichannel Development & Integration
- E-commerce & Global Marketplace
- PIM & DAM
- Mobile & DXP



run

We drive qualified traffic and engagement to increase brand relevance, attract new potential customers, and nurture lasting relationships. We ensure a continuous flow of goods and services from inventory processing and fulfillment to delivery to customers on major e-commerce platforms and markets globally.

- CRO, Traffic, Performance, Engagement & Advertising
- Servicedesk & Customer Care
- Maintenance & Continuous Improvements
- Supply Chain, Operations, Store & Content Management



the value generation loop

- Market Understanding
- AI, Machine & Deep Learning
- Social & Web Listening and Integrated Analytics
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- Employee & Customer Experience
- Content & Creativity
- Virtual, Augmented and Mixed Reality
- Omnichannel Development & Integration
- E-commerce & Global Marketplace
- PIM & DAM
- Mobile & DXP

partner



ad'acent

partner

ActiveCampaign >
OFFICIAL
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working together



amplifon

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ASSICURAZIONI

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FIRENZE

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SAMMONTANA
GELATI ALL'ITALIANA

Oasi



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GASPARD

CONAD

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Mondo
Convenienza®

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BANCOMAT®
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iGrandiViaggi
I GIORNI PIÙ BELLI DELL'ANNO

FRESCOBALDI
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MONNALISA

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goldenpoint●

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