



# Bytek Prediction Platform

The Only Warehouse Native AI That  
Activates Your Data

*Predictive intelligence that powers your existing marketing  
stack*

🌐 [bytek.ai](https://bytek.ai)

# AI That Turns Your Customer Data Into Predictive Power

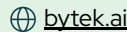
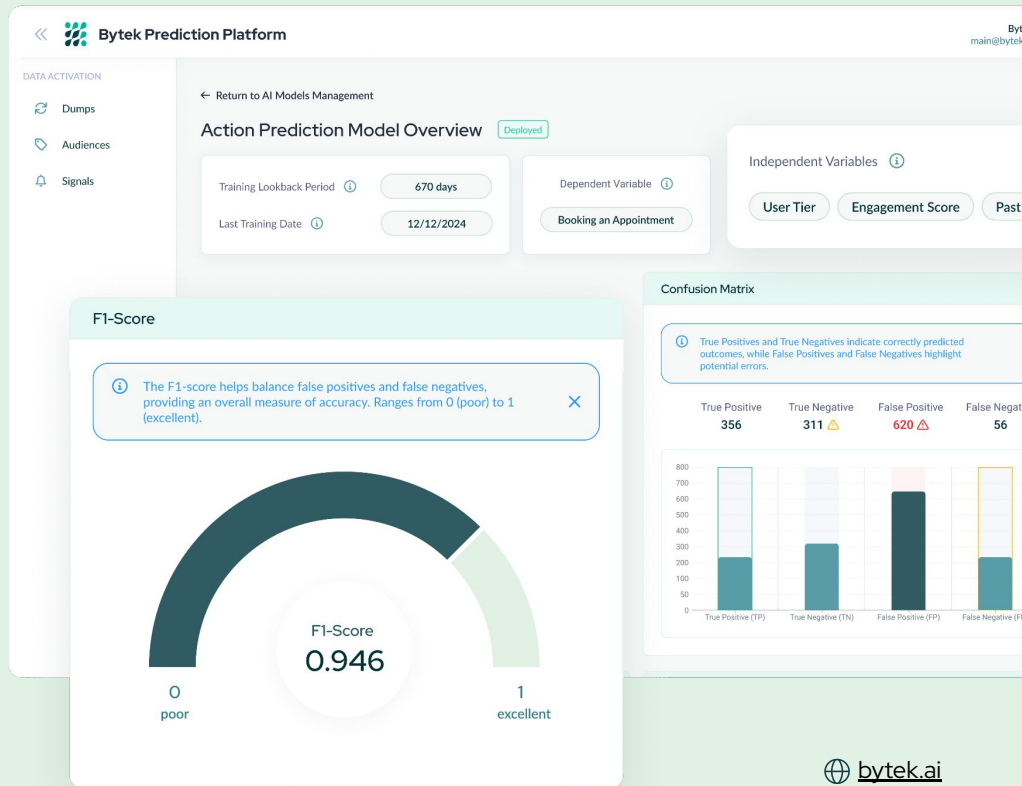
Bytek Prediction Platform connects directly to your data warehouse to unify fragmented data, predict customer value & intent, and activate insights across Ads, CRM, and BI.

**Unify customer data** → Eliminate silos with a Single Customer View.

**Predict what matters** → Know who will convert, churn, or drive long-term value.

**Activate everywhere** → Push predictive signals into the tools you already use (Google, Meta, Salesforce, BI dashboards).

*Trusted by leading brands. Backed by Datix Group's AI expertise. Designed for security and GDPR compliance.*

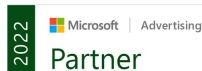


# Trusted by leading brands & partners



L'ORÉAL

MOTO.IT



I already use a lot of tools and dashboards. I don't want another dashboard or another tool to use, I want all the tools I use to be integrated with each other.

Marketing Director

Client's feedback



# The Marketing Landscape Has Changed. The Tools Must Evolve.

Three problems that raise CAC and crush ROAS



## Fragmented customer data across systems

Modern customers move across many channels, but their data is scattered in disconnected silos. This prevents brands from building a single, reliable customer view, making it harder to understand behavior, preferences, and long-term value.



## Wasted ad spend on low-value leads

Advertising platforms often optimize for the cheapest clicks, not the most profitable customers. This results in budget wasted on unqualified leads, poor conversion rates, and rising acquisition costs instead of sustainable growth.



## Privacy regulations killed traditional targeting

With third-party cookies disappearing and stricter privacy laws in place, marketers can no longer rely on old targeting methods. This creates a gap between compliance and performance, making it difficult to reach the right customers at scale.

The cost:

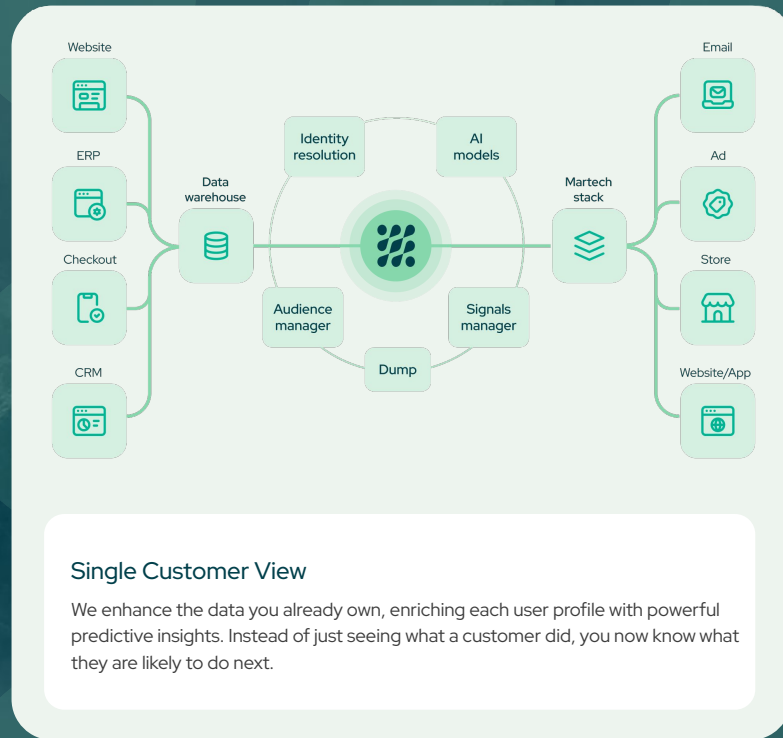
Higher CAC, lower ROAS, missed opportunities.

# Not another dashboard. A predictive engine that fuels the tools you already use

## From Data to Predictions

The Bytek Prediction Platform (BPP) solves these challenges by connecting directly to your data warehouse and using AI to create a Single Customer View.

We enhance the data you already own, enriching each user profile with powerful predictive insights. Instead of just seeing what a customer did, you now know what they are likely to do next.



# Activate Intelligence Where It Matters Most

The Bytek Prediction Platform is not just an analytics tool it's an activation engine. We generate predictive insights and seamlessly push them into your existing marketing and sales systems to automate and optimize your most critical operations

## Predictive Value-Based Bidding

Send predicted value to Google/Meta; optimize for profit, not clicks.

KPIs: CAC, ROAS, Lead Quality, Conversion Rate.

## Intelligent Audience Targeting

Auto-sync segments from predicted intent/churn.

KPIs: Targeting Precision, Ad Relevancy, Retargeting ROI.

## Strategic BI & Analytics

Add predictive metrics to your BI and build an integrated view of all your data

KPIs: Strategic Decision Making, Revenue Forecasting, Customer Understanding.

## Website Personalization

Use User API to tailor content/offers on-site & in-app.

KPIs: User Engagement, On-site Conversion, Customer Experience.



Valentina

Italy, last seen yesterday



With BPP (enriched profiles)

Last Transaction yesterday

Last Product lampredotto tipica

RFM segment loyal customer

Product interests cucina italiana  
cucina portuguese

(p)cLTV 4.320€

## CRM Enrichment & Automation

Get to know your customers better, to drive automation and sales.

KPIs: Sales Efficiency, Cross Sell, Customer Engagement.

# Make Your Data Warehouse Predictive




[Demo link](#)

## The Bytek difference

 **Warehouse-Native & Secure** – Your data stays in your cloud, zero-copy & fully GDPR compliant.

 **Predictive Value, Not Just Clicks** – Optimize for lifetime value, not vanity metrics.

 **From Insight to Action** – Predictive signals flow directly into Ads, CRM & BI.

## Key benefit

Acquire and engage based on predicted value and intent.

AI-powered insights

Predictive intelligence

### White Gloves Support

Our professional services team manages the entire technical setup and integration process

### Single Customer View

Unify all data into one 360° customer profile, supported by our persistent ID..



### Integrations

Connects directly with all marketing platforms via secure APIs.

### AI Models

Leverages AI to deliver actionable insights and accurate predictions.

# Custom-Tuned AI Models for Your Unique Business

## Interests

Utilizes IAB taxonomy and custom classifications to analyze user navigation patterns, identifying specific interests in products during digital interactions.

Shoes

Pizza

Camera

Running

#personalization

#retargeting

#enrichment

## AI RFM Clustering

Segments customers based on Recency, Frequency, and Monetary value, enabling targeted marketing strategies and customer lifecycle management.

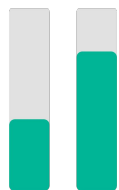


#retargeting

#enrichment

## pcLTV

Predict long term customer value to assess and maximize the long-term profitability of customer relationships, both for targeting and value bidding.

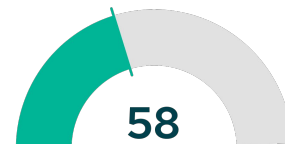


#valuebidding

#personalization

## Action Prediction

Analyzes historical data to predict the likelihood that a user will perform a key business action (e.g., make a purchase, book a demo).



#valuebidding

#salesprioritization



# Your Data Stays Your Data. Securely.

Our warehouse-native, zero-copy architecture ensures maximum security and compliance

## A True Data Warehouse-Native Platform

Bytek Prediction Platform is not another data silo. It is built to sit directly on top of your existing cloud data warehouse (e.g., BigQuery, Snowflake, Redshift)

## Zero-Copy & GDPR Compliant

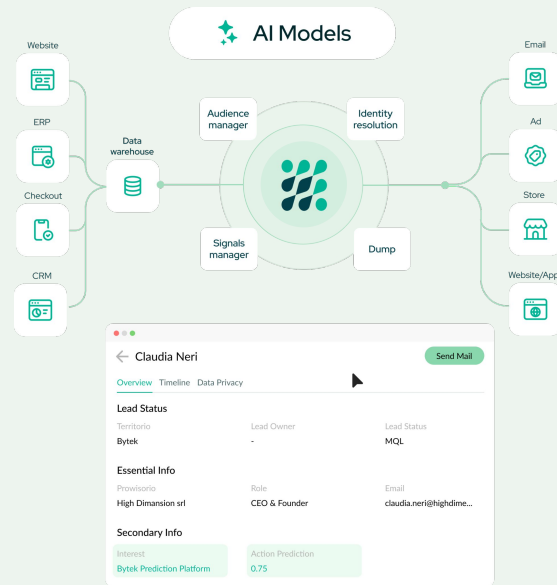
We never copy or store your raw data. The platform connects to a secure, authorized view in your environment to process data, generate predictive signals, and then sends those signals directly to your activation tools. This approach guarantees maximum security, ensures GDPR compliance, and gives you full control and ownership of your data

## White-Glove Implementation & Support

A powerful platform requires expert guidance. Our professional services team manages the entire technical setup and integration process

## We handle:

Connecting to your data warehouse.  
Configuring data pipelines and models.  
Ensuring seamless integration with your marketing stack.



# Use Case: Predictive Value-Based Bidding

Send future customer value signals to Google & Meta Ads in near real-time, forcing algorithms to optimize for profit, not just cheap clicks

CAC

ROAS

Lead Quality

Conversion Rate

[Link](#)

[Link](#)

[Link](#)

[Link](#)

**-72%** Reduction in CAC for a financial client

**+32%** Improvement in ROAS

**+62%** Increase in profit from ad campaigns with the same budget



Customer 1

Value: 100\$  
pLTV: 250\$



Customer 2

Value: 150\$  
pLTV: 500\$



Customer 3

Value: 100\$  
pLTV: 750\$

Without BPP (tCPA)

Bid: 10\$

Bid: 10\$

Bid: 10\$

 With BPP (tROAS)

Bid: 5\$

Bid: 10\$

Bid: 15\$

# Use Case: Intelligent Audience Targeting

Automatically create and sync dynamic audience segments based on predicted behaviors (like purchase intent or churn risk) with your ad platforms

Targeting Precision

Ad Relevancy

Retargeting ROI

[Link](#)

[Link](#)

[Link](#)

[Link](#)

Without BPP



With BPP



# Use Case: CRM Enrichment & Automation

Equip your sales team with actionable intelligence. Enrich CRM contacts with lead scores and product interests to prioritize follow-ups and tailor communication

Lead-to-Sale Conversion Rate

Customer Engagement

Sales Efficiency

[Link](#)

[Link](#)

[Link](#)

[Link](#)

Without BPP (basic CRM)



**John Doe**

Dallas, TX, last seen yesterday

Last Transaction yesterday

Last Product burger



With BPP (enriched profiles)



**Valery Smith**

San Antonio, TX, last seen yesterday

Last Transaction yesterday

Last Product burger

RFM Segment loyal customer

Product Interests Italian pasta, burgers

(p)cLTV 4.320\$

Time to push thursday, 14th -december

# Use Case: Website Personalization

Personalize website and app experiences in real-time by querying user-level predictive insights via our User API, tailoring content and offers to individual interests

User Engagement

On-site Conversion

Customer Experience

[Link](#)

[Link](#)

[Link](#)

[Link](#)

Without BPP

Welcome to Pastéis

Hand-crafted pastries, baked daily

[Browse products](#)



With BPP

```
1 analytics.identify('1231', {  
2   email: 'valentina@initech.com',  
3   newsletter: true,  
4   industry: 'Cucina italiana'  
5 });
```

Welcome back, Valentina!

We hope you enjoyed Lisbon

[Order your pastéis de nata](#)

# Use Case: Strategic BI & Analytics

Integrate predictive metrics (like pcLTV and action probability) directly into your BI dashboards for a forward-looking view of business health and customer value

Strategic Decision Making

Revenue  
Forecasting

Customer Understanding

[Link](#)

[Link](#)

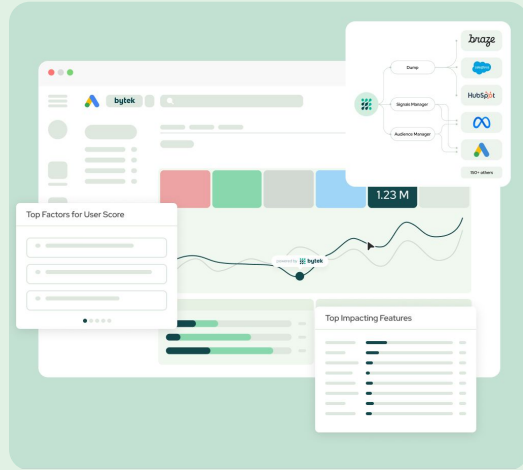
[Link](#)

[Link](#)

Without BPP



 With BPP



# Our Technology, Your Results

eCommerce

**+62%** Profit

Increased profit from advertising campaigns with the same ad spend by optimizing for predicted customer lifetime value

B2B SaaS

**+40%** Conversion

Increased conversion rate by focusing marketing efforts and sales follow-ups on users identified as high-intent by BPP's models

Financial client

**-72%** CAC

Drastically reduced Customer Acquisition Cost by using predictive value-based bidding to target only the most qualified leads

# Thank you

Let's discuss how the Bytek Prediction Platform can help you turn your data into your most valuable competitive advantage.

📍 NYC - US, Milan - IT, Viterbo - IT, Dubai - UAE

✉ [info@bytek.ai](mailto:info@bytek.ai)



[Demo link](#)