navla

Corporate Deck

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VAT 13056731006

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#01

Navla in a Nutshell

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Navla is an independent digital MarTech agency specialized in Data, Search, and Marketing intelligence, combining deep digital expertise with advanced technology to support business growth.

Inspired by the nabla operator (∇), a mathematical symbol that condenses the most intricate phenomena into compact and understandable terms, we are the Nabla of marketing data, embodying the concept of:

«Data Made Simple»

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How We Do It?

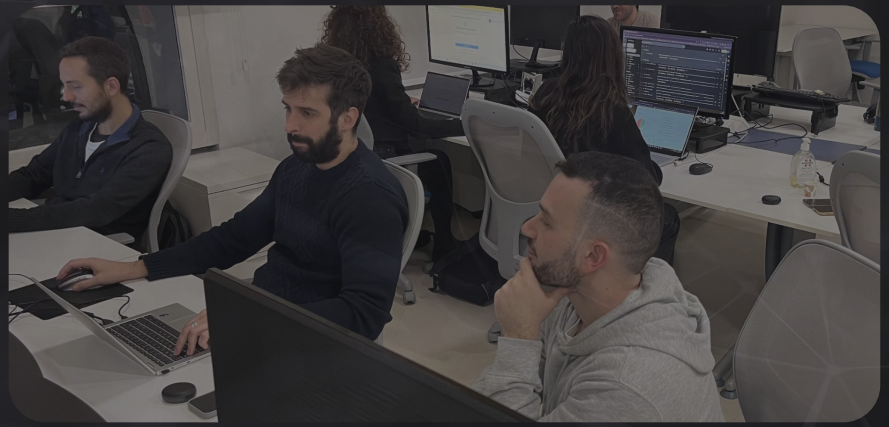
At **Navla** , success is built on the perfect blend of experience, collaboration, and cutting-edge technology.

Human Experience

Our teams combine the expertise of digital marketers and data-savvy technologists who bring deep knowledge, business pragmatism, and precision to every project.

Best-of-breed Martech

We leverage the most advanced and trusted martech & data solutions in the market, selected independently to ensure they align with your business needs.



Google Analytics
Adobe Analytics
AppsFlyer
DOMO
ThoughtSpot
/LiveRamp
liftlab
onetrust
tableau
adjust
zitcha
similarweb
AD cube
WordLift
NRYEL
DATADOG
Contentsquare
Firebase
bytek
+more

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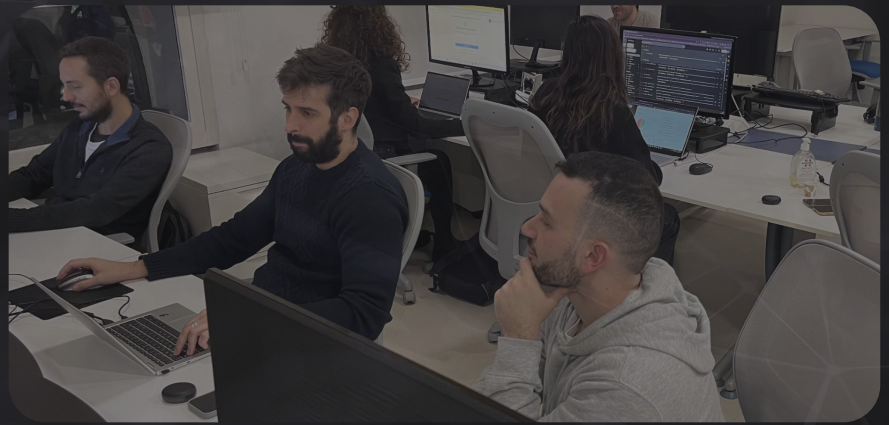

Google Marketing Platform Certified

Google Marketing Platform Sales Partner

MASTER

Google Partner PREMIER 2025

2025 Microsoft Advertising Partner

TikTok Marketing Partners

Meta Business Partner

Google Marketing Platform Certified & Sales Partner

ByTek/Navla (through “3rdPlace S.r.l.”) has been one of the few official Google Marketing Platform Resellers in Europe since 2013. We are also a Google Premier Partner. Working with a Google Certified and Sales Partner company is a guarantee for brands because:

- The Partner has achieved strict standards defined by Google to obtain certifications.
- Certified professionals who are constantly updated on Marketing Platform products will manage Google Analytics 360, Tag Manager 360 accounts.
- Google provides specific support so that any problems with Google Analytics 360 or other issues are always managed quickly and effectively.
- Google is giving Sales Partner customers exclusive early access to beta versions of new Marketing Platform features so they can get the most out of these products.

Google Marketing Platform Certified

Google Marketing Platform Sales Partner

Google Partner PREMIER 2025

Partnership Advantages

Thanks to our Premium Partnerships with Google, Meta, and Bing, Navla has direct access to enterprise-level support, strategic resources, and dedicated platform teams, ensuring our clients receive the highest level of service and performance.

Meta Business Partner

Being a Meta Partner is more than a recognition, **it gives clients Advertiser Rewards, quarterly ad credits applied directly to their accounts.**

Rewards are unlocked by meeting Active Promotions, linked to best practices and spending thresholds, providing both financial value and a growth incentive for campaigns.

Meta Business Partner

TikTok Marketing Partners

2025 Microsoft Advertising Partner

Google Partner PREMIER 2025

Google Partner

As a Google Partner, we gain access to **beta features, exclusive tools, and dedicated support**.

This allows us to apply **advanced strategies**, optimize campaigns efficiently, and ensure clients benefit from **the latest innovations and best practices**.

What We Do?

Data Governance & Privacy Management

We help you build a robust and compliant foundation for your first-party data. From accurate tracking to privacy management.

Marketing Optimization & Attribution

We focus on incremental ROAS to reveal the true impact of marketing investments, pinpointing the most effective channels and strategies.

Content Intelligence & Distribution

We empower your content teams with data-driven insights and tools to optimize, distribute, and scale impactful content.

Data Analytics & Business Intelligence

We transform fragmented data into actionable intelligence with unified reporting, anomaly detection, and cross-channel dashboards.

Market & Competitive Intelligence

Understand market dynamics, analyze competitive benchmarks, and gain insights into evolving consumer behavior.

Our Clients

Our solutions are tailored for digital leaders across medium and large businesses, including:

Nestlé
L'ORÉAL
HENRY SCHEIN®
Corriere dello Sport
COMPASS GRUPPO MEDIOBANCA
euronics
illimity
.Italo
PER La grande
unes SUPERMERCATI
Group LOCAUTO
BANCAWIDIBA
MaxMara
TUTTOSPORT
ALTROCONSUMO
aruba.it
tomasi AUTO
SICAV
ESSELUNGA
LOTTOMatica
GEDI GRUPPO EDITORIALE
findomestic GRUPPO BNP PARIBAS
BNL GRUPPO BNP PARIBAS
davines
euroconsumers
UNIVERSITÀ DEGLI STUDI DELLA TUSCIA
HYPE
betsson
ACS Future at your side
elica aria nuova

navla

Ilaria Gagliardoni - *Digital Marketing & Communication Manager Elica*

Active SEO project for 5 years: Continuous Technical SEO Consulting, Link Building, Information Architecture Optimization, and Editorial Planning.

elica

L'ORÉAL

Andrea Mantovani - *eCommerce Acceleration Director, L'Oréal Paris Italy*

4-year active SEO project on the brands within the **L'Oréal Group**

Vito Casale - *Digital Champion Nestlé Italia*

12-year active SEO project with the Nestlé group: Continuous Technical SEO Consulting, Link Building, Information Architecture Optimization, Editorial Planning, SEO-SEA.

Nestlé

Our Unfair Advantage

Triad of Excellence: Data, Marketing, and Technology

At Navla, we work at the intersection of **data** (pure and actionable), **technology** (carefully selected martech solutions), and **marketing** (strategic execution).

Independence with No Hidden Agendas

We are a truly independent partner, carefully selecting **best-of-breed tools and technologies** from a broad network of providers - without exclusive ties to any specific vendor.

Embedded Collaboration

We become an **extension of your team**, working alongside you to achieve your goals. Our approach is built on **trust, and knowledge transfer.**

Transparency at Every Step

Everything we do is **open and clear**, giving you confidence and control over your data strategy.

Focus on Pure Data

By eliminating noise and bias, we help you extract maximum value from **first-party data and media data** while gathering new, high-quality inputs as **users search data**.

Continuous Innovation

We always test, suggest, and integrate **cutting-edge martech technologies** to ensure our clients always have access to the most competitive and innovative solutions.

Success Cases

L'ORÉAL

Transforming Data into Clarity

Challenge
Disconnected data silos between online and offline channels, requiring a unified, data-driven strategy.

Solution
Implemented a data-first mindset with standardized analytics practices, knowledge-sharing workflows, and real-time monitoring.

Impact:
+400% improvement in Google Analytics effectiveness.

+35% optimization in Google Tag Manager operations.

Achieved a 360° consumer behavior view.

laFeltrinelli

Maximizing E-commerce Performance

Challenge
Inefficient tracking and attribution, leading to suboptimal marketing investments.

Solution
Created a customized tracking strategy, advanced attribution models, and leveraged audience prediction tools for digital advertising.

Impact:
5X increase in e-commerce conversion rate.

Significant reduction in marketing costs.

Improved tracking and granular data analysis to guide digital ads.

.italo

Boosting Upsell and Adv Cost-Efficiency

Challenge
Integrating CRM data with digital platforms to boost upselling and reduce advertising costs.

Solution
Established a digital data lake and automated marketing workflows (e.g., cart abandonment, class upgrades).

Impact:
+3% conversion rate improvement through predictive audiences.

+20% boost in remarketing conversions.

-15% reduction in advertising spend.

Success Cases

COMPASS GRUPPO MEDIOBANCA

Full-Funnel Integration for Better Performance

Challenge
Achieve real-time visibility of business metrics and optimize the marketing funnel.

Solution
Developed a data integration framework, unified offline and online funnel data, and enabled advanced activation of insights on Google Ads.

Impact:
+40% increase in offline conversion rates for liquidated loans.

Consistent improvement in online conversion quality, boosting downstream conversions.

LOCAUTO Group

Improving Transactional Landing Pages Visibility

Challenge
Inefficient tracking and attribution, leading to suboptimal marketing investments.

Solution
Created a customized tracking strategy, advanced attribution models, and leveraged audience prediction tools for digital advertising.

Impact:
+25% YoY improvement in average SERP position.

+17% growth in unbranded keyword traffic.

iDental

Reducing CPA with Offline Integration

Challenge
Integrating CRM data with digital platforms to boost upselling and reduce advertising costs.

Solution
Established a digital data lake and automated marketing workflows

Impact:
50% YoY reduction in CPA.

Increased clinic appointments significantly.

Our Commitment to Continuous Learning

At Navla, **sharing knowledge is not just part of the job: it's a passion**. For years we have been training students, professionals and companies on AI, data and digital marketing, with the goal of making these topics accessible and useful for business.

Universities Collaborations: **Università della Tuscia, Università di Tor Vergata, IULM, Politecnico di Milano**

Speakers at Digital & AI Events: **AI Week, We Make Future, Search Marketing Connect, eMetrics Summit, Social Media Week**

AI Application & Digital Corporate Trainings

Scientific coordination and faculty on AI&Digital Marketing in **Talent Garden, start2impact, Learnn, and Digital Coach**

Navla is part of Datrix Group

Datrix in an international AI-Powered Ecosystem of Vertical Software SMEs.

With a mission to drive transformative AI adoption, Datrix empowers innovative software companies to deliver solutions that enhance productivity, boost efficiency, and enable business growth across specialized industries.

DATRIX IN NUMBERS

4
Companies

120+
People

R&D Specialists
Data Scientists
Data Analysts
Engineers &
Mathematicians

6
Offices

Milan, IT
Rome, IT
Viterbo, IT
Cagliari, IT
New York, US
Dubai, UAE

30M €
Of European and National Funds for Research Projects

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#02

Services Overview

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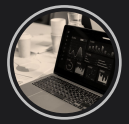
Ensure Data Accuracy, Compliance and Control



We help you build a robust, reliable and compliant foundation for your first-party data.

SERVICES

Strategic Measurement Plan

Design measurement strategies that prioritize first-party data collection.

Web & App Tracking

Implement precise tracking to maximize data analysis across web and mobile channels.

Consent Audit & Privacy Management

Ensure full compliance with current regulations (GDPR, CCPA).

Advertising Pixel Tracking

Track campaigns performance for better targeting and reporting.

Offline Conversion

Integrate offline data to measure full-funnel performance.

Anomaly Detection

Detect and resolve tracking or performance anomalies for data reliability.

TECH PARTNERS

Adobe Analytics · AppsFlyer · Firebase · onetrust · adjust · Stape · Google Big Query · Contentsquare · OneSignal

BENEFITS

- Ensure GDPR/CCPA compliance and reduce risks,
- Gain a reliable foundation for first-party data,
- Track customer journeys across web and app seamlessly.

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Unify Data for Smarter Decisions and Cross-Channel Clarity

We transform fragmented data into actionable intelligence.

SERVICES

Cross-Channel Analytics Dashboard

Consolidate data into intuitive, multi-channel reporting dashboards.

Advertising & BI Reporting

Deliver tailored, real-time reports to monitor business and campaign performance.

TECH PARTNERS

looker Looker Studio

BENEFITS

- Consolidate insights across channels,
- Enable real-time reporting and transparent decision-making.

navla

Unlock Incremental ROAS

We focus on understanding the true impact of every marketing investment.

SERVICES

Planning & Optimization

Allocate and fine-tune budgets to maximize incremental returns across campaigns.

Marketing Mix Modeling

Use MMMs to allocate spend to the highest-performing levers.

Lifts Experiments

Conduct controlled experiments to measure incremental lift.

Retail Media Enablement

Manage and optimize retail media networks to achieve incremental retail margins.

Multi-Touch Attribution

Understand causal relationships to accurately allocate spend across channels.

Dynamic Budget Allocation

Leverage AI power to optimize budget allocation in real time.

Ads Content Optimization

Optimize ad creatives with behavioral insights.

TECH PARTNERS

AD cube

ARYEL

bytek

BENEFITS

- Maximize incremental ROAS and cost-efficiency with precision budget allocation,
- Pinpoint marketing efforts that deliver tangible lift.

navla

Turn Market Signals Into Competitive Advantage

Gain clarity on market dynamics, competitive benchmarks, and consumer behavior.

SERVICES

Search Intelligence

Analyze search trends and opportunities to align with user intent.

Holistic Search (SEO/SEA)

Integrate organic and paid search strategies for maximum performance.

Digital Competitive Intelligence

Monitor competitors' performance, strategies, and digital presence.

Consumer Insights

Uncover valuable web-based insights into customer preferences and trends.

Behaviour Analysis

Track and analyze digital behavior to refine targeting and messaging.

TECH PARTNERS

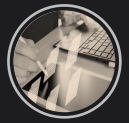
bytek

BENEFITS

- Uncover untapped market trends and align strategies with user intent,
- Gain actionable insights from competitive benchmarking to refine positioning, identify market gaps and outpace competitors.

navla

Elevate Your Content Strategy



We empower your content teams to optimize, distribute, and scale impactful content.

SERVICES

Content Auditing

Identify gaps and opportunities to optimize and maximize your content strategy.

Competitive Link Analysis

Benchmark your backlink performance against competitors to boost authority.

Link Building

Enhance search visibility through targeted and high-quality link building strategies and acquisition.

Automated Content Generation

Leverage AI tools like RAG to efficiently create scalable, personalized and engaging contents.

TECH PARTNERS

WordLift

bytek

BENEFITS

- identify content gaps, highlight and suggest emerging opportunities, aligned with real audience intent;
- refines your editorial strategy but also guides the creation of high-value, search-friendly and conversion oriented contents
- Our proprietary ReleVanty platform streamlines content distribution, granting you access to over 9,000 publishers and assuring a really valuable link strategy.

What's Your Need?

Are you struggling to ensure compliance with regulations like GDPR and CCPA?

Do you need a reliable foundation for first-party data collection and utilization?

Are you looking for intuitive dashboards that unify data across all platforms?

Are your marketing budgets delivering measurable, incremental ROI?

Do you need help pinpointing the most effective channels and strategies?

Are you looking to stay ahead by uncovering market trends and consumer behavior?

Do you want insights to benchmark your performance against competitors?

Are you struggling to create scalable, personalized, and engaging content?

Do you need a holistic approach to align SEO and SEA for greater impact?

Let's work together to solve your challenges!

THANK YOU!