



PRESS RELEASE

Growens: the Datatrics Business Unit introduces a freemium version of its Customer Data Platform

The Group consolidates its Product-Led strategy and offers SMEs a cutting-edge predictive marketing tool free of charge

Milan, 21 February, 2022 – **Growens** (ticker GROW), a company admitted to trading on Euronext Growth Milan and operating in the cloud marketing technologies sector, announces the launch of the **freemium version** of the AI-based predictive marketing platform developed by its Datatrics business unit.

Founded in the **Netherlands** and acquired by **Growens** in **2018**, **Datatrics** is the **first Customer Data Platform (CDP)** in the world to introduce the possibility to create a free account and explore its cutting-edge features. Starting today, marketers all over the world will have the opportunity to take the first steps in creating **personalized experiences** for their customers, using a **technology based on artificial intelligence, completely data-driven and updated in real time**, available with a free plan to enrich and expand with more sophisticated paid features.

The Datatrics initiative fits in Growens' broader **Product-Led approach**, which pivots on its of Business Units products as strategic drivers for business growth and expansion. Growens aims to increase **accessibility** to innovative technological products, opening to a vast audience of **medium-small companies** currently excluded from the use of **sophisticated hyper personalization tools** for the construction and management of successful marketing campaigns, due to costs and complexity.

*"We are happy that Datatrics has decided to open up its CDP, since as Growens we strongly believe in the importance of increasing the access to customer data by offering free access to all those businesses, namely SMEs, that cannot afford to invest in sophisticated customer data tools - comments **Nazzareno Gorni**, founder and CEO of **Growens**. "According to our Product-Led strategy, we already enabled free accounts for our other Business Units within the group because we would like to help as many businesses as possible to meet or exceed customer expectations, whilst offering maximum data security and protection. This will unlock a new market for us and new growth potential to SMEs".*



Growens (GROW) is a vertically integrated player in the field of Cloud Marketing Technologies, with a combined SaaS and CPaaS offer. Its growing suite of data-driven solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from the parent company, which includes the MailUp business unit (Email marketing technology), the group boasts a steady growth path both organically and through acquisitions: Acumbamail (Spanish and LatAm markets), Agile Telecom (wholesale SMS market) and Datatrics (artificial intelligence). The brand portfolio is completed by BEE, an email editor launched in 2017 as a complementary business line, already covering thousands of customers worldwide. Today, Growens is a leading European player in the field of Cloud Marketing Technologies, serving ca. 26,000+ customers in 100+ countries.

The company is admitted to trading on the Euronext Growth Milan (EGM) market managed by the Italian Stock Exchange, with a free float of ca. 37%.

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