



a platform to **love**

# ada<sup>®</sup>

## a platform to love

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Every human being's life exists around love. Loving someone or something, it makes no difference. When we designed ADA, we wanted to transform the connection with a software product in something more **emotional, private** and able to offer **positive feelings**.

For this reason, we worked on the main lines of its character, such as its **ease of use, effectiveness in results, reliability, innovation**, everything is thought to offer you **an amazing experience and to create a strong relationship** overtime.



Everyday ADA helps Brands, Marketers  
and CRM Managers to grow businesses.  
**Discover why** ADA Users cannot **stay**  
**without it anymore.**

**That's love!**

**ada**<sup>®</sup>

**#alovelyplatform**



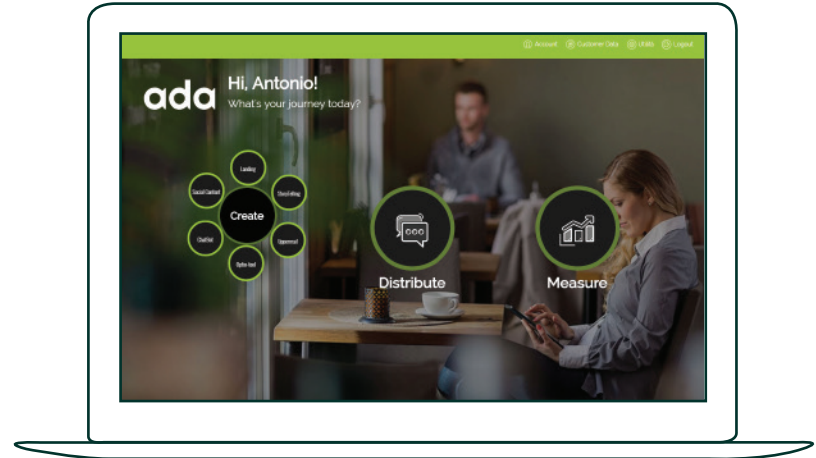


| User-Friendly

## Easy to use, effective results

The advanced functions of ADA **minimize your need for engagement** and allow you to concentrate on creativity.

Thanks to the visual editors, WYSIWYG (What You See Is What You Get), you won't need to limit yourself strictly to writing code lines. You can now immediately decide the graphic aspect of your campaigns in an easy way.



### Key points:



Autonomous actions



No technical skills



Graphic and text customization



Efficient

caffè  
**Royal**  
torrefazione

## Reduce the time of campaign creation



“**Create, Distribute, Measure**”: Welcome to the ADA concept. A system of solutions, which offers you all you need to go from the **creativity** phase to **publication** as fast as possible. Then move forward onto the **measurement** of your campaigns with analytics. Autonomously carry out each phase of your campaign, which means saving time and getting results quicker.

**Challenge:** reducing the time of communication and marketing initiatives achievement.

**Solution: Create** - Opt-in tool, Suite Landing Page, StoryTelling Tool

**Distribute** - SMS, Social sharing, Email, Google AdWords



### Key points:

\* Current year vs prior year

**+ 250%**  
of achieved marketing  
campaigns

**+ 800%**  
of created mobile  
contents

**+ 120%**  
of redemption coupons at  
the point of sale

**+ 32%**  
of increase  
turnover



Exciting

**NATUZZI**  
ITALIA



## Create stories that evoke Emotion

NATUZZI ITALY

Did you know that telling a story about your brand and products is an innovative way to introduce yourself to potential Clients? Storytelling is a communication technique based on a **spectator's emotions**. Create stories with pages rich in multimedia content that audiences can flip through like a book. Enable viewers to become clients who create conversions.

**Challenge:** talk about the brand in an exciting way

**Solution: Create** - StoryTelling Tool

**Distribute** - SMS Campaign, organic reach on Facebook and Facebook Ads



### Key points:



Swipe effect



Customizable template



Integrated system of CTAs



Useful

**KIABI**

# Extraordinary conversion results

**KIABI**

Generating online traffic is important, but achieving quantifiable results is paramount. With ADA you can **create content** with **one** specific **goal**: to drive a **high conversion rate**.

Our content campaigns are designed to increase the percentage of visitors that become contacts, target those contacts, and engage with them to build strong customer relationships.

**Challenge:** introduction of a new concept that changes the shopping experience for consumers

**Solution: Create** - Landing Social Coupon

**Distribute** - organic reach on Facebook and Facebook Ads



**Key points:**



**32.000**  
Unique visitors



**3.150**  
Leads



**0,09 €**  
Cost per Action (CPA)



Revealing



# Clients' opinions and needs



Take advantage of the opportunity at hand: Know your clients' opinions and discover their degree of satisfaction through targeted surveys and questionnaires. **Creating, managing** and publishing mobile-friendly **questionnaires and surveys** is finally a piece of cake. The graphic display of answers will also allow businesses to get results on their clients' preferences immediately.

**Challenge:** discovering the degree of satisfaction of BMW and Mini Clients

**Solution: Create** - Landing Survey

**Distribute** - SMS Campaign



## Key points:



**559**  
Sent SMS



**237**  
Unique visitors



**64**  
Filled out surveys



Create & Share

## Think Globally, Act Locally

NATUZZI ITALIA

“Think Globally, Act Locally” is the mantra every retailer dreams in a globalized and highly competitive world. Just one platform (ADA), with more access levels (ADA multi-account) which allows to the central marketing to **create worldwide contents and share them in real-time** with all the points of sale. Furthermore, ADA is the perfect support to reach the goals of a **modern retail strategy**, because it offers a unique view on the local customer base behaviors and it suggests customized contents according to the brand identity.

**Challenge:** supporting the retail development, communicating worldwide, customizing the campaigns for the different targeted markets

**Solution:** Ada Retail multi-account 100



### Key points:

\* anno corrente vs. anno precedente

+ 300%

geo-localized Marketing campaigns

650.000

acquired prospects in store

98%

satisfied store managers with the achieved results



Successful





# Increase the ROI of your campaigns



ADA allows you to maximize your ROI by satisfying Clients along the Customer Journey. With the Mobile Analytics solution and the Lead Scoring modules integrated in ADA, you can customize future **campaigns**, and discover which content is more **successful**. Manage communication budgets and increase ROIs by reducing costs when utilizing ADA.

**Challenge:** introduction of the new FIAT 500 at the Motor Village of Cannes

**Solution: Create** - Landing Social Coupon  
**Distribute** - SMS Landing and Facebook Ads



## Key points:



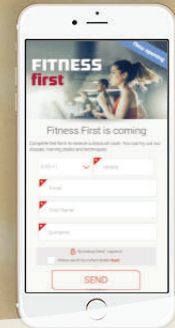
**85.000**  
Views



**300**  
Used Coupons



**3**  
Sold Fiat 500



# Analitica

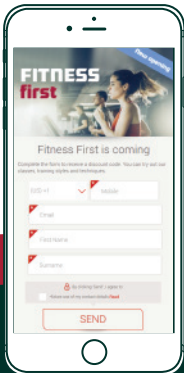
# Clients' behaviors mapping and quality scores attributions

The Lead Scoring module offered by ADA automatically provides Leads with **scores**. Leads are then **classified according to their importance** by dividing them into categories: Hot, Warm or Cold Leads. You can then decide which of your users are ready to begin the sales process, and which still need nurturing.

Profiling **before** the marketing campaign



Mobile Marketing Campaign:  
Landing Social Coupon



Profiling **after** the marketing campaign





Multi-channel

# More channels of distribution for your content

Choose the channels of distribution for your content, and deliver campaigns in real-time. Plan **SMS**, **E-mail**, **Social Network** and **Proximity campaigns** (WiFi) in an easy and fast way without needing to install any additional software.



Facebook Ads



Email Marketing



Social Media



Text Message (SMS)



Google Adwords



Opt-in Tool



WiFi Spot



Beacon

Online

Opt-in Tool  
SMS  
Social Media

Email Marketing  
Facebook Ads  
Google Adwords

Outdoor

WiFi Spot  
Beacon

```
mirror_ob = bpy.context.active_object
mirror_ob.select = False # pop modifier ob from sel stack
print("popped")

#modifier_ob
modifier_ob = bpy.context.selected_objects[0]
print("Modifier object:" +str(modifier_ob.name))

#modifier_ob.select=1

print("mirror_ob",mirror_ob)
print("modifier_ob",modifier_ob)

# put mirror modifier on modifier_ob
mirror_mod = modifier_ob.modifiers.new("mirror_mirror","MIRROR")

# set mirror object to mirror_ob
mirror_mod.mirror_object = mirror_ob

if _operation == "MIRROR_X":
    mirror_mod.use_x = True
    mirror_mod.use_y = False
    mirror_mod.use_z = False
    mirror_mod.use_mirror = "MIRROR_X"
```



Innovative

# Human heart, Artificial Intelligence



With **ADA ChatBots Builder** you can offer customers an advanced 24h Customer Support System. ADA ChatBots are perfectly integrated on Facebook Messenger and other popular messaging apps.



**ADA Social Content** semantic crawler consistently researches the most relevant content for you. You can then select and schedule publications on your business networks. ADA Social Content also integrates the Facebook Ads features.



## Key points:



Customization



Semantic web



Proactive conversations

## Key points:



Semantic crawler



Automated scheduling



Social Engagement Analytics



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