



PRESS RELEASE

INFODATAEXCHANGE: A NEW BUSINESS UNIT IS LAUNCHED TO TRANSFORM COMPANY DATA INTO A MEASURABLE COMPETITIVE ADVANTAGE

From market analysis to commercial execution: an ecosystem of proprietary solutions based on data, artificial intelligence, and automation to help companies identify new opportunities, make decisions more quickly, and truly measure results.

Milan, September 16, 2026 – InfoDataExchange, the new business unit launched by **MediaXchange**, an agency specializing in media planning and media buying, data analysis, and strategic consulting, is now operating on the Italian market.

This new reality arises from a concrete problem for companies: **having more and more data at their disposal, but not always the tools or the time to turn it into decisions.**

“The real value lies not in having more data or more platforms, but in the ability to understand which information to use and how to turn it into decisions,” explains **Riccardo Raffaelli, CEO of MediaXchange.**

This is the challenge answered by InfoDataExchange, which positions itself as a partner that integrates **proprietary data, artificial intelligence, predictive analytics, automation, and audience management** to guide companies throughout the entire process: from understanding the market to implementing strategies, all the way to measuring results.

From Data to the Decision: A Single Ecosystem

The InfoDataExchange model begins with an analysis of the competitive landscape and brand perception. Data analysis generates insights; insights drive content; content increases visibility; and visibility generates new opportunities and leads. These leads are then qualified and managed through processes supported by artificial intelligence and automation, with the goal of transforming them into **lasting business relationships.**

A continuous flow, not a collection of isolated projects: data, insights, and results fuel each other, making strategies more efficient and measurable over time.

This process is divided into **six integrated services**, each designed to address a specific phase:

- **Opinion monitor:** analyses what the market is really thinking, so you can act before your competitors do.
- **AI-GEO & Semantic Identity:** review how the company is positioned in the AI's responses to ensure that it is described and referenced correctly.
- **AI-Driven Creativity & Content:** generate more effective and personalized content with the help of AI.
- **Lead-Gen:** classifies and prioritizes contacts, indicating who to contact immediately, who to nurture, and who to exclude.
- **Data Platform & Audience:** leverages the company's first-party data to target specific, segmented audiences that can be reached on any platform.
- **CRM & Media Automation:** automates contact management, CRM, and campaigns in a single system, reducing manual work and making every investment trackable.

An approach tailored to the company's needs

Every project begins with an analysis of business objectives, the target market, the competitive landscape, and available data. We take a tailor-made approach, built around the company's specific needs and supported by a lean structure and specialized expertise. This efficient model optimizes the return on investment without compromising the quality of our consulting services or technology.

In a world where the availability of information is growing faster than our ability to interpret it, InfoDataExchange aims to **turn complexity into an asset**, helping companies understand their market better, identify new opportunities, make more informed decisions, and implement strategies that can be measured over time.

Because competitive advantage doesn't simply come from having more data. It comes from the ability to understand which data matters, what it reveals, and, above all, what to do with it.

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