

InfoData Exchange

DIGITAL & AI FOR MARKETERS

**We convert data into a
competitive advantage.**

Data Analysis · Digital Marketing · AI · Media Planning

infodataexchange.com | contact@infodataexchange.com | +39 02.91246511

DATA DRIVEN



INFODATAEXCHANGE
DIGITAL AND AI

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Why InfoDataExchange was created

Artificial intelligence is transforming the way brands understand, reach and engage with people

01

An irreversible break

AI is fundamentally reshaping marketing. It is not an evolution: it is a paradigm shift.

02

Research has changed

People are asking ChatGPT, Gemini, Perplexity and other AI models. Your brand needs to be present and accurately described there too.

03

Data is not enough

It's not enough just to collect them: you have to interpret them. Latent sentiments, micro-trends, and unspoken purchasing intentions.

04

A new map

Those who fail to integrate data, AI and marketing into a single process spend more, achieve less, and don't know why.

05

That is why InfoDataExchange was created

An integrated ecosystem that combines data, AI and marketing to stay one step ahead of the competition and turn every piece of data into a tangible advantage.

Who is InfoDataExchange?

InfoDataExchange is a digital, data-driven platform focused on integrating data, AI and digital marketing to give businesses a measurable competitive advantage

Roots in MediaXchange

A specialised agency with many years' experience in media planning, media buying and data analysis within the advertising sector, with its roots in the automotive industry.

Data Analysis

Digital Marketing

Media Planning

AI Proprietary

Media Buying

Strategy

Tools that simplify

Data, media, CRM and AI in an integrated ecosystem. No silos, no redundancies.

We look at the data that others don't always take into consideration

Latent sentiment, micro-trends, and as yet unexpressed purchasing intentions.

Every customer is unique

No standardised approach. Strategies tailored to the specific situation.

WHAT WE DO

We look at the data that others don't always take into consideration.

An integrated ecosystem: from insight to action.

01

We understand the market

We monitor conversations, sentiment and reputation in real time. We know what's changing before it happens.

02

We develop strategies

We turn data into editorial plans, media campaigns and content strategies based on real audiences.

03

We improve results

We automate the sales cycle, from initial contact to conversion, reducing time and waste whilst increasing ROI.

01

SERVICE

Opinion Monitor

What does the market really think of your company? We can help you find out, so you can make quick decisions and act before your competitors do.

HOW DOES IT WORK

Do you know what the market thinks of your brand?

- 1 Mapping of conversations across all channels
- 2 AI-driven analysis of patterns, risks and opportunities
- 3 Simple dashboard: what is changed, where to make adjustments

WHAT YOU GET

- ☐ Real-time reputation
- ☐ Mapping opinion leaders
- ☐ Alerts on critical issues
- ☐ Competitive benchmark

02

SERVICE

AI-Driven Creativity & Content

Create more effective and personalised content for your target audience, with the help of artificial intelligence.

HOW DOES IT WORK

The right message, to the right person, at the right time.

- 1 Buyer personas based on real behaviour
- 2 Tailor-made content: topics, formats, tone of voice
- 3 Tests and measurement of creative work for each segment
- 4 Side Target Analysis: reaching high-potential secondary audiences

WHAT YOU GET

- ☐ Tailored content, not generic
- ☐ Ready to use creativity
- ☐ Message for each audience
- ☐ Measurable performance

03

SERVICE

AI-GEO & Semantic Identity

How is your company positioned in AI-generated responses? We analyze and optimize information about your brand to ensure it is understood and referenced correctly

HOW DOES IT WORK

How does AI describe you? Maybe not quite the way you'd like

- 1 Understanding: an analysis of how AI models describe the brand
- 2 Action: work on semantic presence and online sources
- 3 Continuous monitoring with real-time alerts

WHAT YOU GET

- Accurate presence on ChatGPT, Gemini, Perplexity and other AI models
- Differentiation from competitors
- On-going monitoring
- Advantage in a low-traffic channel

04

SERVICE

Lead-Gen Engine

Optimize your sales team's work. We gather your contacts and priorities them using artificial intelligence: who to call immediately, who to nurture over time, and who to exclude.

HOW DOES IT WORK

Every interaction becomes an immediate opportunity

1 Every contact becomes an immediate opportunity.

2 AI scoring: conversion probability for each contact

WHAT YOU GET

☐ Only leads with genuine potential are passed on to the sales team

☐ Automatic prioritisation by urgency and value

☐ No wasted time or missed opportunities. Less repetitive manual work, more focus on meaningful engagement

☐ Transcripts and notes for accurate follow-up

05

SERVICE

Data Platform & Audience

We help you create more effective media campaigns that are easier to measure, by turning the data you already have into precise, actionable audiences across any platform.

HOW DOES IT WORK

Your data is worth more than you think

- 1 Collection and consolidation of all proprietary data sources
- 2 Granular segments based on real-world behavior
- 3 Cross-platform activation: Google, Meta, LinkedIn, Programmatic

WHAT YOU GET

- Proprietary audiences that are constantly updated
- CRM consistency ↔ ADV campaigns
- Advanced attribution models
- A centralised control point

05

DATA PLATFORM & AUDIENCE · FOCUS AUTOMOTIVE

Automotive Data Platform

THE PROBLEM OF THIS INDUSTRY

Every day, the automotive sector generates data on vehicle registrations, purchasing behavior, fleet data and local demand trends, most of which remains locked away in separate silos, inaccessible or underutilised. The result? Wasted budgets, poorly targeted campaigns and missed opportunities.

A proprietary data platform, developed in-house by InfoDataExchange, which brings together all relevant sources from the automotive market within a single ecosystem: vehicle registrations by model, fuel type and region, demographic data, and data on car dealerships and dealers, etc.

How the platform works

SOURCES

UNRAE

ACI

ISTAT

Dati Dealer & CRM

Public sources

Lead properties

01

Analysis of the automotive market

Real-time market intelligence

It aggregates registration figures, the vehicle fleet and demographic data to create a georeferenced map of demand down to the level of individual municipalities. Each data point provides a precise snapshot of where demand is concentrated, how it evolves over time, and which segments are most active by model and fuel type.

→ Geographical segmentation by model and fuel type

02

Cross-reference with campaign leads

From market data to the addressable audience

In the second phase, market data is cross-referenced with proprietary lead generation signals collected during campaigns. This cross-referencing feeds into predictive models, updated in real time, which estimate purchase intent, the optimal time window and the most relevant model for each segment. The result is vertical audiences that are precise and can be activated immediately on advertising platforms.

→ Segments that can be activated immediately on advertising platforms

Why choose Automotive Data Platform?

Full georeferencing

Every analysis can be viewed down to the micro-area and individual municipality. No geographical approximations

Live predictive models

Purchasing intent, preferred models and optimal timing are continuously updated with the latest lead and registration data.

Ready-made vertical audiences

Segments by model, profile and purchase intent, which can be activated on advertising platforms

Unified dashboard

All the information in a single dashboard to monitor KPIs and optimise investments in real time

Opportunity identification

Signals of opportunities and peaks in interest identified by period and model.

Campaign optimisation

Budgets where the propensity is highest, with performance measured at every stage.

☆ The only automotive platform that combines market data, local demand signals and proprietary leads within a predictive ecosystem developed and managed entirely in-house

06

SERVICE

CRM & Media Automation

Less manual work for your team and a greater focus on opportunities. We automate contact management, CRM and marketing campaigns within a single system, so you can work more efficiently and achieve better results.

HOW DOES IT WORK

Less had work, more conversions

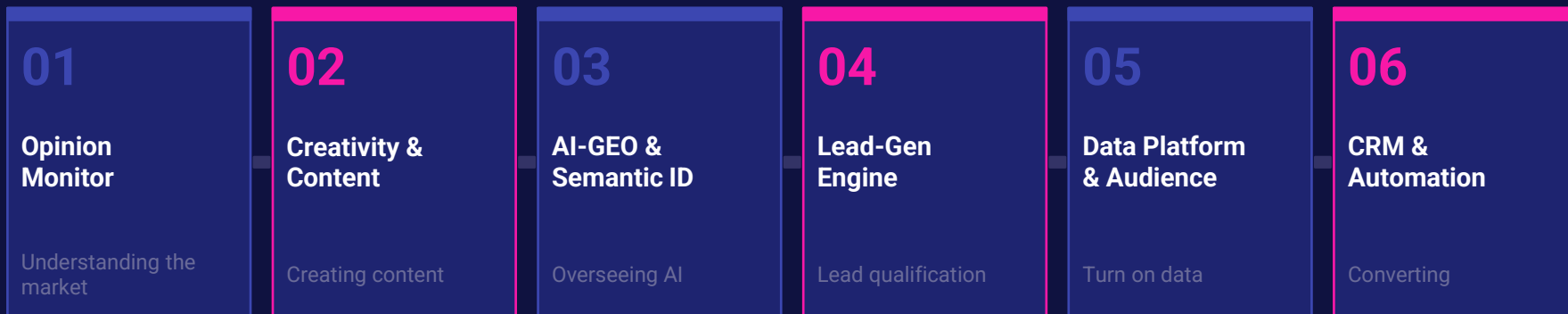
- 1 Data cleansing, duplicate removal and lead scoring on the existing CRM
- 2 Automated follow-up workflows at the right time and with the right message
- 3 Media campaigns synchronised with actual conversion data

WHAT YOU GET

- | | |
|---|--|
| ☐ Fully automated lead cycle | ☐ A clean CRM system, reliable data |
| ☐ Immediate and real-time follow-ups | ☐ Self-optimising campaigns |

The integrated workflow of the 6 services

From market insight to conversion: a single, continuous process, free from silos.



An ecosystem that works in a coordinated manner to turn data into a measurable competitive advantage.

LET'S GET STARTED

Ready to turn your data into results?

Tell us about your challenge and together we'll work out which solution from our ecosystem can offer you the most benefits.

Tell us about your project

InfoDataExchange



infodataexchange.com



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+39 02.91246511



Viale Campania, 39 – 20133 Milan

