

DIGITAL MARKETING & AI

CREATIVITY AND TECNOLOGY ANY TIME,
ANYWHERE ON ANY DEVICE



EXPERTISE

We develop **Digital Strategies and Social Media Marketing**, developing **Artificial Intelligence and Chatbots** to help companies achieve a 360° Digital Communication.

FIGURES

40+

PROJECTS DEVELOPED

2 Mln+

DIGITAL ADVERTISING BUDGET MANAGED

OFFERING

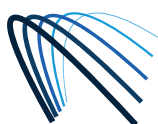
- » DIGITAL MARKETING **CONSULTING**
- » **SOCIAL MEDIA MARKETING MANAGEMENT & ADVERTISEMENT**
- » **CREATIVITY, UX & WEB DESIGN**
- » **WEB & APP DEVELOPMENT**
- » ARTIFICIAL INTELLIGENCE & MULTILANGUAGE CHATBOTS INTEGRATED WITH EXISTING BUSINESS SYSTEMS

WHAT WE PROVIDE

- » We optimize the Digital Activities and Social Media Marketing by monitoring their performances and dynamically adapting them
- » We develop Conversational Chatbots integrated with our Customer's Systems, to optimize the End-User's Experience and enhance our Customer's Business Processes
- » Using the Service Design techniques, we design first mobile web solutions adapting them to the End-User's Journey

BENEFITS GENERATED

- » Alignment of the Digital Strategy to the Business' Values
- » Constant KPI measurement for quick and dynamic decision tools
- » Optimization of resources by automating Standard Processes
- » Quality, Speed and Experience



PA GROUP
LEADING BUSINESS INNOVATION

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