

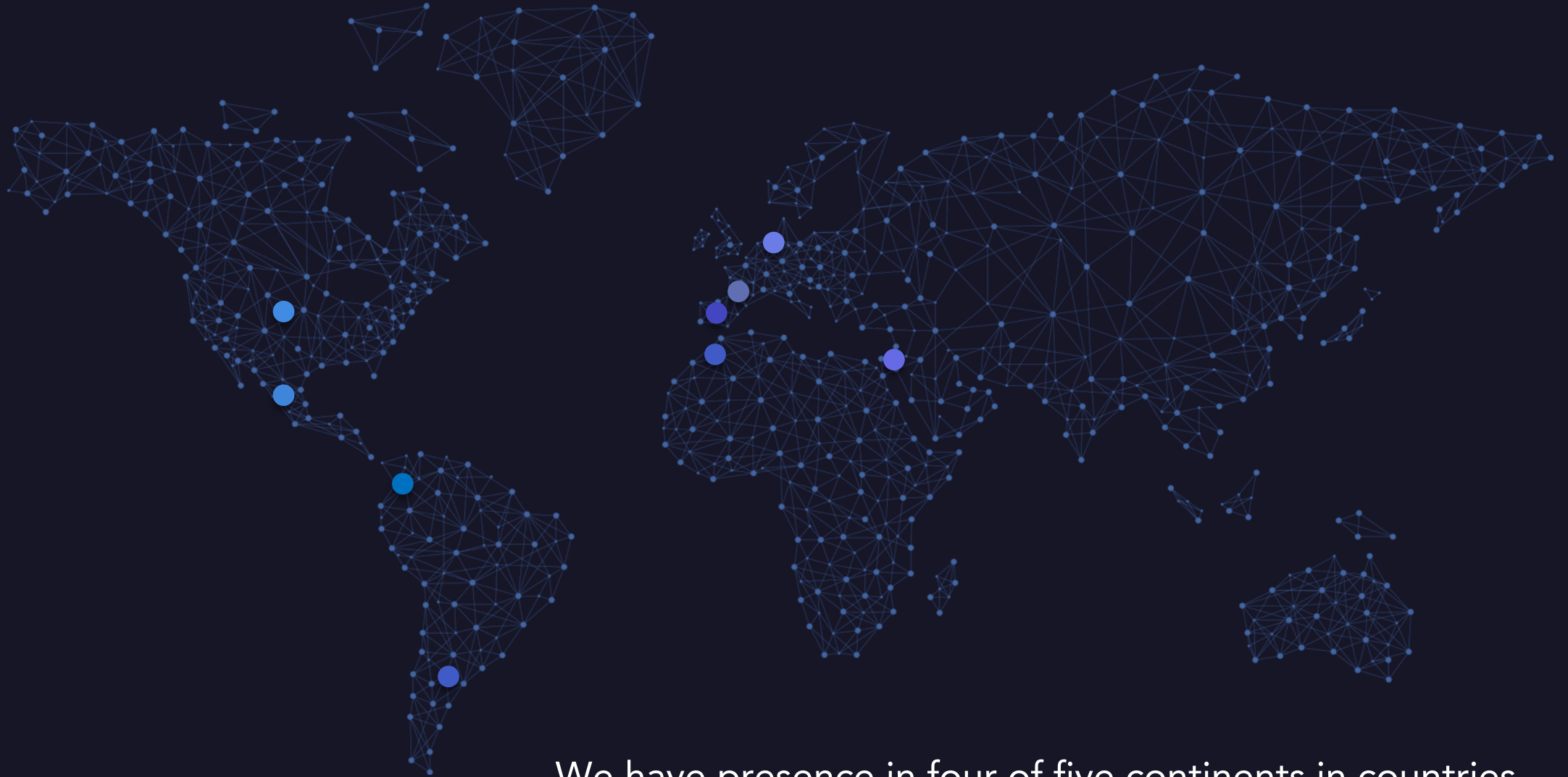




We are a Mexican company with a global reach, born under the premise of offering our clients innovative digital solutions that adapt to their needs.

We have multiple exclusive representation alliances for Latin America, which allow us to accompany the government sector and the private sector with a wide range of technological solutions that you will only find in **Data Chain**.





We have presence in four of five continents in countries such as Mexico, the United States, Argentina, Colombia, Spain, France, Israel, Belgium and Morocco.



SECTOR

DATA CHAIN

GOVERNMENT

We accompany the government sector in the process of digital transformation, through the development and implementation of technological solutions designed to enhance the management of public administration.



MANUFACTURER

Through big data and predictive models, we reduce recurring costs by up to 51%, which translates into savings of 400K to 1.5M USD per year for companies in the manufacturing industry.



PRIVATE

Through our digital solutions, we accompany companies from multiple sectors as strategic partners for local, regional and international projects.



TOURISM

We collaborate to promote the promotion of different tourist destinations in Anglo and Latin markets, combining digital and traditional channels.



SOLUTIONS
DATA CHAIN

▶ DIGITAL CONSULTING

▶ ACTIVE SOCIAL LISTENING

▶ REMOVE

▶ PREDICTIVE PLATFORMS

▶ MEDIA IN THE UNITED STATES

▶ PROGRAMMATIC PURCHASE

▶ SOCIAL ANALYTICS

▶ DIGITAL MEDIA AUDIT

▶ TECHNOLOGICAL DEVELOPMENT

DIGITAL CONSULTING

We analyze each project in an integral way, to propose digital solutions that accurately meet the requirements.

We have the **methodologies** and **specialized teams** to lay the foundations that **guarantee success**.

We accompany our clients through four types of consulting:

DIGITAL TRANSFORMATION

TECHNOLOGICAL DEVELOPMENT

DIGITAL STRATEGY DEVELOPMENT

DIGITAL BUSINESS DEVELOPMENT

ACTIVE SOCIAL LISTENING

We apply **big data and artificial intelligence** to monitor conversations in digital media on specific topics.

Through the combination of tools and specialists in trend analysis, we identify patterns and/or behaviors that have a high potential to generate positive and/or negative situations for a company, government, brand or public person.

Our platforms have a high level of infiltration and multiple features:



ANALYSIS



ORGANIZATION



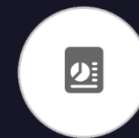
IMPACT



LISTEN



CLASSIFICATION



REPORTS



REMOVE

At **Data Chain** we protect your privacy and right to be forgotten, deleting, modifying or de-indexing unwanted content from any forum, blog, search engine or website.

WE PROTECT YOUR REPUTATION IN:



SEARCH ENGINES

Google  Microsoft Bing **yahoo!**



MEDIA



OFFICIAL BULLETINS



SOCIAL NETWORKS AND FORUMS

A SOLUTION FOR EVERY NEED.



WORLD
REPUTATION

ORIENTED TO GENERATE
POSITIVE CONTENT.



WORLD
DELETE

FOCUSED ON DELETING
UNWANTED CONTENT.



WORLD
INTELLIGENCE

DEDICATED ESPECIALLY TO
THE GOVERNMENT SECTOR.

PREDICTIVE PLATFORMS

Our predictive platforms combine technology to identify events or incidents that may occur in the future within a company, industry, community in general or specific circles.

Through our digital solutions, we collaborate with **companies and government agencies** to make better strategic decisions, optimize internal processes and save costs significantly.

WE INTEGRATE:

- BIG DATA
- ARTIFICIAL INTELLIGENCE
- DATA MINING
- SELF-LEARNING ALGORITHMS



PREDICTIVE ANALYTICS



STAFF ROTATION

We optimize the processes of selection and hiring of personnel, at the same time that we carry out continuous monitoring of the company's employees.



INVENTORY FORECAST

Through deep learning models, we reduce shortages and excess inventory for our customers.



CRIME INCIDENCE

Through different big data and artificial intelligence tools, we identify and locate different types of crimes to implement preventive actions.

MEDIA IN THE USA

We reach the **Hispanic and Anglo community in the United States** through radio, television and specialized digital media.

Thanks to our exclusive representation alliances with **Entravision** and **Nexstar Media Group**, we amplify our digital reach.

INFLUENCERS

RADIO WEB SITES

JOURNALISTIC COVERAGE

TV WEBSITES



APPS AND WEBSITES



NEWS AND WEATHER APPS



MILLIONS OF HISPANICS



BILLION IMPRESSIONS PER MONTH

PROGRAMMATIC PURCHASE

We manage the **automated purchase** of digital advertising and measure **results in real time.**

WE ARE EXCLUSIVE PROVIDERS OF SPOTS ON THE MAIN DIGITAL PLATFORMS.

Audio Engage



Video OTT



Connected TV Premium





Google

Through the **Display Network**, we reach **2 million websites, videos and applications** where your ads can appear. The network sites reach more than **90% of Internet users** worldwide.

SOCIAL ANALYTICS

We measure the performance of your social networks and that of the competition on Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn and Blog.

UNIFIED KPIS

- **CAMPAIGN ROI ANALYSIS**
Measure reach and monitor Social Buzz to improve your campaigns.
- **COMMUNITY ANALYSIS**
Measure the growth of your community and the engagement of your content.



**GET A COMPLETE VIEW OF THE ACTIVITY
IN YOUR SOCIAL ACCOUNTS.**

**STRATEGIC UNDERSTANDING OF THE
BEHAVIOR OF YOUR COMMUNITY.**

**ANALYZE THE PERFORMANCE
OF THE COMPETITION.**

DIGITAL MEDIA AUDIT

We monitor campaigns in real time through **digital processes** and audio and video recognition **algorithms**.

CHARACTERISTICS OF OUR SOLUTION:

- We have state-of-the-art technology.
- We audit advertising in digital media at an international level.
- We analyze the behavior of different advertisers grouped by category.
- We automatically monitor spots that are six seconds long or longer.
- We identify poor audio levels, cut or accelerated spots
- We have a centralized database that allows integration with other digital solutions on the market.



TECHNOLOGICAL DEVELOPMENT

We develop and implement **new technologies** according to the specific needs of each project.

We have a team made up of full-stack developers that allows us to create **flexible** and **scalable** solutions in multiple technologies.



WEBSITES



TECHNOLOGICAL PLATFORMS



E-COMMERCE PLATFORMS



IOS & ANDROID APPS



OUR CLIENTS

We accompany government agencies and leading companies from multiple sectors.



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