

## Announcing CVM Martech Lab, the European center for customer engagement in financial services

*Created by Nexi in partnership with Jakala, it provides banks and fintechs with expertise, technologies and solutions for the development of Customer Value Management by leveraging the key role of digital payments*

**Milan, February 22, 2023** – Nexi, the European PayTech, in partnership with Jakala, the leading Italian MarTech company and among the major groups in Europe, has founded **CVM Martech Lab**, the new Customer Value Management center for the financial services sector, which aims to provide banks and fintechs with the best data science and marketing know-how and technologies for CVM development, through solutions that leverage the key role of digital payments in customer engagement.

Established in Milan but with a European reach, CVM Martech Lab stems from the desire of the two companies to pool engagement best practices within the evolution of digital payments for the benefit of banks and financial service institutions. Banks, fintechs and industry players will be able to tap into the significant economies of scale and scope guaranteed by VCM Martech Lab, while also benefiting from the complementary nature of the tools and practices that Nexi and Jakala plan to bring into the mix.

*"Customer Value Management today has a strategic value in financial services for both traditional players and newcomers - for the former it is an essential acquisition lever, almost always as an investment in and subsequent development of customer value, while for the latter it is a key retention and loyalty driver. In this scenario, digital payments play a key role because they are, together with bank current accounts, the most widespread service, they are used on a daily basis and they carry useful data - said **Flaminio Francisci, Customer Value Management Director at Nexi** - CVM Martech Lab aims to be a powerful accelerator to develop customer engagement at systemic level. We at Nexi, after more than 6 years of work to develop multiple solutions for a large number of banks, have built up a wealth of experience and processes that, together with those of Jakala, represent a real value for Italy and we intend to export this value to Europe."*

In fact, currently over 150 Italian banks already have access to the cutting-edge VCM solutions and methodologies offered by Nexi and Jakala, which result in engaged customers, in high value-added services and products that enable the development of healthy customer value throughout the customer lifecycle from acquisition to retention, engagement programs included.

Similarly, Jakala, on the back of its know-how in combining marketing and technology, has set out on a specific path that in recent years has seen the company bring together centers of expertise that are unique in the Italian and European market scenario.

*"At JAKALA we drive technological transformation and promote innovation through a mix of talents, technology, data and analytics. The success of any engagement program is*

*closely linked to an understanding of its target market. We are proud of the partnership with Nexi," commented Gabriele Pozzi, Managing Director of JAKALA, "because it allows us to apply our know-how in the field of engagement, intervening in a key moment of the customer engagement process like digital payments. Indeed, in this process it is essential to implement a data-driven profiling approach and real-time interaction aimed at being relevant when it counts."*

Digital payments represent, therefore, the customer engagement opportunity par excellence, both because of the large amount of data and information they carry, and because of their cross-generational nature and ease of use. Nexi's CVM MarTech Lab enables organizations offering products and services based on the payment experience to maximize the value of their customers by engaging them through digital payments and developing new business propositions aimed at the customers themselves.

### **Nexi**

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Nexi is Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Euronext Milan, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally, across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone.

[www.nexi.it](http://www.nexi.it) [www.nexigroup.com](http://www.nexigroup.com)

### **Jakala**

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The leading MarTech company in Italy and among the top groups in Europe, specializing in marketing and sales services with the aim of increasing its customers' revenues through an approach that blends strategy, data & advanced analytics, location intelligence, media and digital services. Founded by Matteo de Brabant in 2000, Jakala can count on over 1,600 professionals, with an average age of 35 and equally divided by gender. The Group has reached €380 million in revenues and operates internationally with offices in 13 countries (in cities such as New York, Moscow, Sao Paulo, Shanghai, London and with Headquarters in Milan). As of May 2021, it has been a Benefit Company, complementing its core business with a purpose aimed at generating positive effects on its stakeholders - namely its shareholders, employees, customers, suppliers, the communities it operates in and the environment.

<http://www.jakala.com>

### **Nexi - External Communication & Media Relations**

#### **Daniele de Sanctis**

daniele.desanctis@nexigroup.com  
Mobile: +39 346/015.1000

#### **Matteo Abbondanza**

matteo.abbondanza@nexigroup.com  
Mobile: +39.348/406.8858

#### **Danja Giacomini**

danja.giacomini@nexigroup.com  
Mobile: +39.334/2256.777

**Nexi - Investor Relations**

**Stefania Mantegazza**

stefania.mantegazza@nexigroup.com

Mobile: +39.335/580.5703

**Jakala - Corporate Communications**

**Alessandra Rizzi – Corporate Communications Manager**

alessandra.rizzi@jakala.com

Tel. +39 333 2968101