

Dataro

Predictive analytics aimed at SMEs

Dataro builds data-science-as-a-service for marketers, allowing non-technical users to optimise marketing campaigns using powerful machine learning technology. By leveraging an organisation's own data, external third-party sources and powerful cloud computing, Dataro is able to provide a suite of predictive models that drive customer engagement, retention and sales. Dataro has demonstrated that these models can drive double-figure improvements in the KPIs of non-profit fundraising and is working to fully capture this market and move into others.

Background

Dataro was founded in 2017 by CEO Tim Paris and CTO David Lyndon. Tim is an experienced data scientist with a PhD in Neuroscience. His career has spanned marketing, retail, travel and the medical sectors. David holds a Masters in Information Technology, Computer Science and has experience as both a data engineer and as a systems developer. His career has been in media and big data. Tim and David completed Westpac's Fuel D Accelerator program in 2017 and have been funded by a \$50k SAFE note from Westpac/Reinventure. Dataro is in partnership with Westpac and Data Republic.

Business Model

Dataro's platform commences the process by understanding its clients' data in platforms such as Shopify, Hubspot, Amazon and Segment; the system finds out what customers are doing when they are not shopping with the clients and determines which individual customers are likely to make a purchase, churn or upgrade. These customers are targeted using integrations with Facebook, Mailchimp, Autopilot, Salesforce and Campaign Monitor.

Case Study

Dataro is currently working with Greenpeace Australia Pacific to determine which donors are likely to cancel their ongoing payments. Dataro's predictive churn model solves this by indicating which individual donors are likely to cancel soon, allowing Greenpeace to target these donors with an engagement phone call. Without this targeted model, Greenpeace would have to spend substantially more on calling all its donors, a far more expensive option.

Funding details

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| SAFE note from Westpac/Reinventure | \$50K |
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Size of market

Global revenue in the business intelligence and analytics software market is forecast to grow to US\$23bn by 2020 from US\$18bn in 2017, according to Gartner.

Upside Case

- Backed by strong partners
- Offering a highly sought after solution for business
- Strong growth forecast for the sector globally

Downside Case

- Early stage development
- Competing against very well-established companies in the big data, predictive analysis space
- Need to scale

Company contacts

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