

Chairman Kim Oishi on Datable Technology's 77% revenue increase last year and their Data Management Platform

written by InvestorNews | April 4, 2022

In a recent InvestorIntel interview, Chris Thompson interviews [Datable Technology Corp.](#)'s (TSXV: DAC | OTCQB: TTMZF) Executive Chairman Kim Oishi about Datable Technology's Data Management Platform and the company's recent results and progress.

The interview may also be viewed on the InvestorIntel YouTube channel ([click here to subscribe](#)).

Kim Oishi comments on how Datable Technology's platform works and some of its advantages compared to other marketing strategies. For example, one advantage is that consumers choose to share their data in return for rewards and that companies can track consumer trends and any additional incremental revenues achieved by the platform. Kim Oishi also discusses Datable Technology's revenue outlook and some of their well-known large consumer brands that are customers such as Universal Studios.

To watch the full interview, [click here](#)

About Datable Technology Corporation

Datable has developed **PLATFORM³** a proprietary Consumer Lifecycle and Data Management Platform that is sold to global consumer brands. **PLATFORM³** is delivered as a subscription service (Software as a Service model) and used by some of the worlds' most valuable consumer brands to access new consumer communities

and engage them while collecting, analyzing, and managing their first-party data. **PLATFORM³** incorporates proprietary technology to monetize the consumer data, including demographics and purchasing behaviour, by sending consumers targeted offers by email and text messages.

To learn more about Datable Technology Corporation, [click here](#)

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If you have any questions surrounding the content of this interview, please contact us at +1 416 792 8228 and/or email us direct at info@investorintel.com.

Robert Craig of Datable Technology on achieving 77% revenue growth in 2021...and moving forward!

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In a recent InvestorIntel interview, Tracy Weslosky spoke with Robert Craig, CEO of [Datable Technology Corporation](https://www.datable.com) (TSXV: DAC | OTCQB: TTMZF) about Datable's recent milestones including achieving [77% revenue growth](#) in 2021 and [renewing](#) its annual license agreement with Universal Pictures.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Robert Craig said Datable's "all-in-one platform allows brands to engage consumers, collect first-party data, analyze data and make decisions based on that data and then message consumers on a one-to-one basis." Focusing on Fortune 500 brands, Robert said

that Datable's customers include the world's largest consumer brands such as Universal Pictures, Procter & Gamble, Kimberly-Clark, etc. He went on to provide an update on Datable's [Master Services Agreement](#) with one of the largest bedding companies in the world and explained how this deal opens a whole new market for them.

To watch the full interview, [click here](#)

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Privacy concerns push Datable

Technology's business model to the front of the pack challenging Meta

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Let's face it, inflation is going to be with us for a while, and it could get worse before it gets better. The price of virtually everything is going up and, as a result of global events, we're also seeing the availability of goods impacted as well. One of the potential consequences of this trend is the greater use of coupons, loyalty programs and any way possible to get what you want, when you want it, for the most cost-effective price. Combine all this with Apple's revised privacy controls and you have a huge opportunity for governments and businesses alike to revisit the way data can be collected, leading to a possible shift by consumer goods companies looking for better ways to reach, retain and sell to their customers.

Maybe I'm reaching a little too far, but I believe inflation and privacy could be a huge tailwind for [Datable Technology Corp.](#) (TSXV: DAC | OTCQB: TTMZF). Datable is a technology company operating in the consumer internet advertising sector and is a provider of digital and social media consumer engagement, data mining and loyalty solutions. Datable's core product is [PLATFORM³](#), a Software as a Service (SaaS) consumer marketing platform, which enables consumer packaged goods (CPG) companies and consumer brands to build and launch promotions and special offers on the mobile phone. The platform allows consumer goods companies to access first-party data and detailed analytics, leading to enhanced customer engagement and optimized marketing strategies.

Delving a little deeper into the consumer privacy side, we see

that regulations and policies designed to protect consumers increasingly require the consumers' explicit permission to share and use first party generated data from digital interactions. This means consumer brands and advertisers are scrambling to adapt as the \$190 billion U.S. digital advertising industry loses access to most third-party data, which has powered programmatic advertising (advertising purchased and sold using software) for years. Just look at Meta Platforms, Inc. (NASDAQ: FB) (formerly Facebook) most recent quarterly results. The market definitely didn't like the guidance which was primarily a result of Apple's consumer permission policy changes. Meta's stock price dropped 26% in one day based on this information. However, Meta's misfortune could be Datable's gain.

Datable is definitely gaining momentum. On February 15th the Company announced that it expects revenues to [grow by about 77%](#) to approximately \$3.5 million for the year ended December 31, 2021, with gross margin expected to be approximately 40%. This growth is being driven by existing, as well as new customers that include the world's largest consumer brands such as Universal, Fandango, Procter & Gamble, PEP (Procter & Gamble, Henkel, Kimberly Clark) and Toro.



Source: Datable Technology Corp. [Corporate Presentation](#)

This encouraging news was followed by the announcement of an [annual license agreement renewal](#) with a leading digital media and entertainment company for an additional year to June, 2023. I'm going to guess it's Universal, based on the description – “the digital division of a leading global media and technology company, which owns and operates business units that provide cable, entertainment (major motion pictures, TV broadcasting, and theme parks) and streaming services”. Another interesting

tidbit from the [Feb 17 press release](#) states “Datable now has close to \$3 million in revenue under contract for 2022” and “expects gross margin to be about 50% in 2022, due to improved operational efficiency”. This suggests to me that the positive momentum should continue through 2022.

The data privacy tailwind pushing CPGs and consumer brands towards first party data providers moves tiny upstart Datable from being a very challenged competitor of Meta/Facebook to the front of the pack looking at Meta in the rearview mirror, at least for now. Even more meaningful is that Datable has a market cap of only \$C4.7 million which is only 1.3x 2021 revenue and potentially closer to 1x 2022 revenue. The Company has reached a threshold where any new contracts will have a substantial impact on the bottom line. If inflation further pushes consumers towards loyalty programs with coupons and rewards then things could get really exciting for Datable and its shareholders.

Analyst Chris Thompson on eResearch's Initiation Report on Datable Technology Corporation (TSXV: DAC | OTCQB: TTMZF)

written by InvestorNews | April 4, 2022

In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his [44-page](#)

[Initiation Report](#) on [Datable Technology Corporation](#) (TSXV: DAC | OTCQB: TTMZF).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris Thompson said that Datable offers software as a service (SaaS) based Consumer Lifecycle and Data Management Platform, which enables consumer packaged goods companies and consumer brands to build and launch promotions, special offers, and loyalty programs on mobile phones, websites, and microsites. With growing privacy concerns and cookies set to disappear, Chris added that Datable stands out by allowing companies to get first-party data directly from consumers. Working with 25 of the largest consumer packaged goods companies and 50 of the world's top brands, Chris said that Datable recently signed a LOI to acquire Dabbl which is expected to double revenues in 2022.

To watch the full interview, [click here](#).

About eResearch Corporation

eResearch Corporation is a respected source for institutional-quality, equity research focused primarily on small- and mid-cap companies. The focus is on identifying companies that have interesting prospects, sound management, and significant potential for share price appreciation. The company complements its corporate research coverage with a diversified selection of informative, insightful, and thought-provoking research publications from a wide variety of investment professionals. The professional investment research and analysis is provided directly to the subscriber network of discerning investors, and electronically through its website, www.eresearch.com.

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marketing platform – **PLATFORM³** – that is sold to global Consumer Packaged Goods (CPG) companies and consumer brands. **PLATFORM³** is delivered as a subscription service (Software as a Service model) and used by CPG companies to engage consumers, reward purchases and collect valuable consumer data. **PLATFORM³** incorporates proprietary technology to monetize the consumer data, including demographics and purchasing behaviour, by sending consumers targeted offers by email and text messages.

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Datable Technology's revenue growth is accelerating as it provides consumer data analytics to top tier global brands

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In the 21st Century 'data is the new gold'. That is because artificial intelligence, AI, algorithms, which detect consumer interests from the analysis of online searches, have become so sophisticated that it makes sense to only market your product or service to those that have an observed interest in them. In my case, for example, I have an interest in buying an electric car.

This means that whenever I am on Google, Facebook, or any number of other sites, my PC or smartphone can be programmed to automatically insert electric car ads in front of me. Companies know to do this because they have mined the data from my previous searches and web page visits and analyzed it with AI.

With the above in mind, you can see why companies that provide advertisers with great first party data (i.e.: direct from the customer) can have a great business. In fact, data-driven organizations are [23 times](#) more likely to acquire customers than their peers. One emerging company that does just that is [Datable Technology Corporation](#) (TSXV: DAC | OTCQB: TTMZF).

Datable Technology has developed a proprietary, **mobile-based consumer marketing platform** with an innovative subscription service (SaaS model) **that allows brands to access first-party data and detailed analytics**, leading to enhanced consumer engagement and optimized marketing strategies. The Company's PLATFORM³ incorporates proprietary technology to monetize the consumer data, including demographics and purchasing behavior, by sending consumers targeted offers by email and text messages. The PLATFORM³ encourages consumer engagement and loyalty via the use of rewards.

Data is the new gold



Source: [Datable Technology company presentation](#)

Datable Technology has been operating since 2014 and serves a growing number of the world's largest consumer goods companies, including over 50 valuable brands such as Universal, General Mills, Unilever, Red Bull, Molson Coors, Toro, P&G, and Kimberly-Clark.

In terms of growth Datable Technology is growing both via organic growth and through acquisitions. A recently [announced](#) acquisition was of Adjoy, Inc. (Dabbl). Datable technology [stated](#): “This agreement was designed to leverage Dabbl’s large community of consumers (encompassing over 1.3 million downloads) and first-party data relationships and to accelerate consumer participation in the marketing programs that leading consumer brands launch on **PLATFORM³**.”

Datable Technology financials

On November 24, Datable Technology [announced](#) some great Q3 results (in Canadian dollars), including:

- **“Revenue for three months ended September 30, 2021, increased by 91% to \$ 827,283 and revenue for the nine months ended September 30, 2021 increased by 73% to \$ 2,147,543, compared with the same periods in 2020, due to an overall increase in average contract value, project deliveries and transactional orders with higher demands in the quarter from both new and returning customers.**
- Deferred revenue as of September 30, 2021 increased by 140% to \$1,979,095 compared to \$816,495 in the same period in 2020. Deferred revenue accounts for services that have been contracted and paid for by customers that will be delivered and recognized as revenues in subsequent periods.
- Datable currently has approximately \$5 million in contracted revenue for 2021 and future periods, of which **about 57% (approximately \$3 million) is expected to be recognized as revenue in 2021.”**

2019 revenue was [C\\$1.56 million](#) and 2020 revenue was [C\\$1.97 million](#). Based on the quoted figures above it is looking like 2021 revenue will potentially reach at least C\$3 million, which

would be about a 50% increase in revenue on 2020. This would mean revenue growth is now accelerating significantly. Certainly, the YTD revenue growth of 73% is very encouraging. The Company is not yet profitable.

Datable Technology's CEO, Robert Craig, [stated](#) (re the Q3 results): "We had a significant growth in the first nine months of 2021 despite logistics challenges due to the COVID-19 pandemic and expect growth to accelerate as we add senior salespeople to our team, and the world and consumers open up later in 2021 and into 2022. We believe that the acquisition of Dabbl will position us to accelerate growth with an improved product and scaled up team to serve our growing customer base of world's leading consumer brands."

Why invest in Datable Technology Corporation?

First-party data solutions are necessary for engaging today's consumers: Datable Technology's disruptive SaaS platform provides the infrastructure; data collection and analysis; and monetization brands need in this explosive market.



Best-in-class product



76.2% CAGR Bookings Growth between 2018-2020; 2020 bookings growth 132%



Growing customer base of Fortune 500 customers



\$4.4 million in contracts signed including \$2.9M for 2021 and \$1.5M for 2022, compared to \$1.9 million revenue in 2020



Increased revenue every year of operations- Q2 2021 revenue increased by 89% compared to Q2 2020



90% license renewal rate

Source: [Datable Technology company presentation](#)

Closing remarks

Datable Technology is having a very good 2021 with 2021 revenues on track for at least 50% growth over 2020. 2022 contracts already of ~C\$2 million suggest 2022 will also be another solid year.

Datable Technology Corporation trades on a market cap of [C\\$9.7 million](#), or only ~3.2x, my conservative estimate for 2021, sales of C\$3 million. One to watch in a rapidly growing specialized market, data analytics.

Kim Oishi on Datable's consumer marketing technology used by some of the world's biggest brands

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In a recent InvestorIntel interview, Tracy Weslosky spoke with Kim Oishi, Executive Chairman of [Datable Technology Corporation](#) (TSXV: DAC | OTCQB: TTMZF) about Datable's [partnership](#) with Dabbl and about its [integrated consumer marketing programs](#) with Universal and Coca-Cola.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Kim Oishi highlighted the increasing pushback from regulators and consumers to prevent non-permissible uses of data and explained how Datable stands out by getting permission from and rewarding consumers who share their data. Kim went on to say that Datable's technology platform is scalable, secure, and stable, which has allowed it to become a big part of marketing programs for some of the world's biggest brands.

To watch the full interview, [click here](#).

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Datable Technology wants to reward your loyalty

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Shopping – everybody does it, even during a pandemic. In fact some of us may have shopped even more during the pandemic because there was nothing else to do once you finished Netflix. Not surprisingly, as with a lot of things the pandemic forced us to do, we all did a lot more shopping on line, digitally. And that's right where [Datable Technology Corporation](https://www.databletechnology.com) (TSXV: DAC | OTCQB: TTMZF) ("DAC") wants you to be shopping and consuming information.

DAC is a technology company operating in the consumer Internet

advertising sector and is providing organizations with dramatic and meaningful improvements in digital and social media consumer engagement, data mining and loyalty solutions. DAC's core product is [PLATFORM³](#), a Software as a Service ("SaaS") consumer marketing platform which enables consumer packaged goods companies and consumer brands to build and launch promotions and special offers on mobile devices. DAC provides strategic and technological solutions to consumer brands that allow them to connect with their consumers through email marketing, search engine marketing, social media marketing, display advertising and mobile advertising.

Facebook, Google, Amazon, Apple and others have shown the value of data mining, metadata, and generally being all up in your business. They are making incredible revenue off of tailoring advertising to best fit your wants and needs. However, according to the Nielsen Trust in Advertising Report, the most trusted form of advertising is "friend-to-friend" recommendations. **People trust the opinions of people they know more than advertisements, regardless of whether the ad is seen offline or online.** Increasingly, consumers use social networks to share their opinions and experiences about leading brands. In today's competitive marketplace, brands must be able to identify, target and establish relationships with high value consumers, digital advocates and brand ambassadors. Moreover, brands need to track meaningful and tangible results in the form of consumer data, purchases, and return on investment. PLATFORM³ is a great tool to offer brands these features and more.

Seems pretty straight forward but here is where the DAC story gets interesting, at least to me. In 2018, after spending four years selling PLATFORM³ licenses to global consumer brands and ad agencies, DAC began work on its own consumer portal and data marketplace – the *flexxi* Rewards Network. *flexxi* provides

shoppers with a single rewards and loyalty portal where they register once to earn rewards from multiple consumer brands. *flexxi* members earn valuable rewards for purchasing everyday products and engaging in content published by brands such as recipes, product videos, and blogs. Members can also earn rewards for completing tasks such as entering sweepstakes or instant wins, taking polls, signing up for a newsletter and sharing on social media. *flexxi* provides brands and ad agencies a more compelling and cost-efficient way to connect directly with target consumers and influence their purchase decisions.

The first version, *flexxi* 1.0, is expected to be launched in Q3/21 and will leverage technology from DAC's proprietary PLATFORM³ SaaS platform. DAC will utilize its vast experience in the consumer market as well as relationships with global consumer brands and partner with organizations that have existing databases of consumers to build a database of millions of opt-in consumers for *flexxi*. Leading consumer goods companies will pay DAC for access to the consumers. Could *flexxi* become the next "go to" social media platform? I guess we'll have to wait a while to see how that unfolds.

In the meantime, the Company continues to sign agreements for its PLATFORM³ products including [a deal](#) with a leading advertising agency on behalf of the dental care brand of one of the world's largest consumer goods companies and [two agreements](#) with a leading bedding company that has 4 major brands in 150 countries. Additionally, DAC recently released its [quarterly results](#) for the period ending March 31st, with a key takeaway being a revenue increase of 45% compared to the same period in 2020 due to increases in average contract value, project deliveries and transactional revenue from both new and returning customers.

As you can see, the Company is building momentum. Existing customers include multiple Fortune 500 companies that have large and growing budgets for digital marketing. Although DAC isn't cash flow positive yet, revenue is growing which hopefully will see the burn rate reduce depending on the cost to roll out *flexxi*. But *flexxi* could be the pot of gold at the end of the rainbow for Datable Technology Corporation.