

Chris Thompson on eResearch Corp.'s Update Report on EQ Inc. (TSXV: EQ)

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In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 14-page [Update Report](#) on [EQ Inc.](#) (TSXV: EQ).

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris explained that EQ's proprietary SaaS platform mines insights from proprietary and third-party locations will play an important role for businesses in understanding consumer behaviour in a post-COVID-19 market. The EQ geospatial data, which enables businesses to track and target customers, is integrated into the eResearch [Update Report](#) on [EQ Inc.](#) Touching on EQ's acquisition of Paymi, a cloud-based rewards and marketing platform, Chris explains how Paymi provides another new proprietary dataset and opens a new consumer line of business that should generate revenue for EQ.

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 purpose of the focus is to identify companies that have interesting prospects, sound management, and a significant potential for share price appreciation. eResearch 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 is done electronically through its website, www.eresearch.com

About EQ Works

EQ Works enables businesses to understand, predict, and influence customer behaviour. Using unique data sets, advanced analytics, machine learning and artificial intelligence, EQ Works creates actionable intelligence for businesses to attract, retain, and grow the customers that matter most. The Company's proprietary SaaS platform mines insights from movement and geospatial data, enabling businesses to close the loop between digital and real-world consumer actions.

To learn more about EQ Inc., [click here](#)

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If you have any questions surrounding the content of this interview, please email info@investorintel.com.

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.