

Michel Pepin on Cisco's Record Revenue Growth in 2023 and Key Executive Appointment

written by InvestorNews | January 29, 2024

In a recent Investor.Coffee interview with host Tracy Weslosky, [Cisco Corp.](#)'s (CSE: CISC | OTCQB: CISCF) President and CFO Michel Pepin shared insights into Cisco's strong [revenue growth](#) for 2023 and strategic initiatives moving forward. Michel proudly announced that Cisco achieved a 95.9% increase in revenue in 2023, growing from \$14.766 million to \$35.014 million. This growth was also reflected in their gross profit, which rose from \$2.785 million to \$6.772 million, marking a 143.2% increase.

Michel attributed this success to the dedicated efforts of the Cisco team and the company's robust and profitable business model. Central to this model is a client-centric approach, a strategic focus, minimization of overhead costs, and investment in future opportunities. Michel also shared Cisco's ambitious acquisition plans. Targeting one to two acquisitions annually, Cisco is currently exploring a potential third acquisition for 2024. He stressed the importance of strategic alignment and rigorous due diligence in their acquisition process to ensure that they are accretive to Cisco.

To bolster its leadership and operational capabilities, Cisco announced the appointment of Sheri Rogers as the EVP Managing Director of Prospect Media Group (PMG), one of its key subsidiaries. Michel shared that Sheri brings a wealth of experience and a track record of success in leading major agencies and client portfolios.

To access the rest of this interview, [click here](#)

Don't miss other InvestorNews interviews. Subscribe to the InvestorNews YouTube channel by [clicking here](#)

About Ciscorm Corp.

Ciscorm Corp. is a Canadian company investing, acquiring, and managing companies in the ICT sector. Potential acquisition targets are entrepreneurs seeking equity, transition, or that do not have a defined succession plan. Target companies are generally substantial SMEs and have a proven track record/history of profitability.

With this approach Ciscorm enables owners/founders to crystalize their equity, while remaining active in the business. Consequently, acquisitions are immediately accretive to shareholders' value.

To learn more about Ciscorm Corp., [click here](#)

Disclaimer: Ciscorm Corp. is an advertorial member of InvestorNews Inc.

This interview, which was produced by InvestorNews Inc. ("InvestorNews"), does not contain, nor does it purport to contain, a summary of all material information concerning the Company, including important disclosure and risk factors associated with the Company, its business and an investment in its securities. InvestorNews offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This interview and any transcriptions or reproductions thereof (collectively, this "presentation") does not constitute, or form part of, any offer or invitation to sell or issue, or any

solicitation of any offer to subscribe for or purchase any securities in the Company. The information in this presentation is provided for informational purposes only and may be subject to updating, completion or revision, and except as may be required by applicable securities laws, the Company disclaims any intent or obligation to update any information herein. This presentation may contain "forward-looking statements" within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. This presentation should not be considered as the giving of investment advice by the Company or any of its directors, officers, agents, employees or advisors. Each person to whom this presentation is made available must make its own independent assessment of the Company after making such investigations and taking such advice as may be deemed necessary. Prospective investors are urged to review the Company's profile on [SedarPlus.ca](https://www.sedarplus.ca) and to carry out independent investigations in order to determine their interest in investing in the Company.

Cisco Surges Forward with Strong Q3 Results and ICT Strategic Acquisitions

written by Tracy Weslosky | January 29, 2024

In a remarkable financial turnaround, Cisco Corp. (CSE: CISC), a leader in the Information, Communication, and Technology (ICT) sector, has recently announced its Q3 2023 earnings, showcasing a period of significant growth and positive results. The acquisition of PMG, a key player in AdTech/MarTech, has been a catalyst in this upward trajectory, reflecting a strategic move by Cisco in expanding its market reach.

Getting Your Stock the Respect it Deserves

written by Tracy Weslosky | January 29, 2024

"As a start-up CEO, I slept like a baby. I woke up every 2 hours and cried." – Ben Horowitz

The concept is simple (or so it is advertised) – *if your company performs*, your stock will too.

This a fantasy and is not how it works.

Over the years, I have seen many companies have newsworthy events hit the newswire, and the results have been nothing short of a “flatline”, in that absolutely nothing happens. The silence is deafening – the company concludes no one cares.

They are wrong.

The fact is, there are endless oases of wealth seeking opportunity every second of the day. And what is even more exciting is that more often than not the investment dollars, the perfect Board member, or even the right client that would jettison the company into an infinitesimal successful stratosphere, is often sitting right in front of them thanks in part to the marvels of our online universe.

Having been seated front and center for too many dramatic failures over the years, it is my mission to identify #whatworks, share it with our audience and continue to cheer for more successes for all of the dedicated, hardworking professionals invested in building a stronger capital market.

We need you to succeed.

On that note, allow me to share with you some general tips on how to get started down the right road and be the best you can be. These tips work and will help you grow your audience and build your business. Note the following tips for #whatworks are for companies in the public markets but generally work for any business...

“There are no shortcuts to building a team each season. You build the foundation brick by brick.” – Bill Belichick

1. **Ask for Help.** Stop, review what you deem to be your company’s alleged challenges in securing shareholder interest and then ask a professional you know with a track

record of success about what they think is really slowing you down

2. **Then Listen.** Now this is a tricky one. You can fill your day with people who can waste your time extending nonsensical advice. Before you ask someone for assistance, ask yourself why this person is qualified to give you feedback. I mean you wouldn't ask your friend what's wrong with your car if they are not a mechanic? So why ask anyone what speed bumps are in your business model that are slowing you down will only – do just that: slow you down, and worse, waste your time.
3. **Act.** Did you take notes from the expert you sought advice from? No one wants their time wasted. If you have sought advice from an expert, and then ignored their advice – they will not invest in helping you in the future, nor will they introduce you to anyone ever again. Smarten up. Again, do NOT ask advice from someone you neither care for, nor respect or it will bite you in the ***.
4. **Assess your Marketing Tools.** Most companies, never ever – ever ask anyone: what do you think of my marketing deck? 99 out of 100 decks that I review are below average and many are damn near repellant. Lesson 101, if you don't like your marketing deck, no one else does. This is the #1 reason your may be dropping investor interest. Does your deck introduce your business properly or identify what you are selling clearly? Do you know who you are selling to as so many decks I must endure seem to be missing this critical element. If you are a publicly listed company, you are marketing to investors...so ask yourself, what would you want to see?
5. **Get your Elevator Pitch On.** Can you describe your company in one sentence? What about your elevator pitch? Are you able in 90-seconds to reel out the 3 most competitive reasons why an investor, a potential investor – should get

you on their radar? And practice it... as nothing pains me more than to hear companies during one of our InvestorTalk.com's in the morning sound like they need to start all over.

And so, everyone out there calling me and saying "Oh no, it's a bear market!" need to lose my number. If your wasting time investing in communicating excuses, your not investing in developing your business and building an audience. You know it. There are no shortcuts but there are formulas with proven success and having an audience matters. So those of you who believe your investment audience will magically appear when you announce your corporate milestones, often disclosed through poorly written news releases – well, it doesn't happen that way. Focus your energy and direct it into the positives that you can accomplish in your day towards getting your business boat to the other side...

This has been your Tracy Talk for Friday, May 27th.

Chris Thompson of eResearch reports on Data Communications strong year end results

written by InvestorNews | January 29, 2024

In this InvestorIntel interview host Tracy Weslosky talks to [eResearch Corp.](#)'s President & Director of Research Chris Thompson about his 21-page [Update Equity Research Report](#) on [DATA Communications Management Corp.](#) (TSX: DCM |

OTCQX: DCMDF) (“DCM”).

In the interview, which can also be viewed in full on the InvestorIntel YouTube channel ([click here](#)), Chris Thompson discusses DCM’s Q4/2021 revenue which is showing a positive trend as COVID impacts start to ease. With 250 enterprise clients and more than 2,000 SME clients across Canada and the United States, Chris talks about how DCM’s “Digital-First” strategy is expected to drive the Company’s growth going forward in providing marketing and workflow solutions that solve the complex branding, communications, logistics, and regulatory challenges in North America.

Don’t miss other InvestorIntel interviews. Subscribe to the InvestorIntel YouTube channel by [clicking 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

About DATA Communications Management Corp.

DCM is a marketing and business communications partner that helps companies simplify the complex ways they communicate and operate, so they can accomplish more with fewer steps and less effort. For over 60 years, DCM has been serving major brands in

vertical markets including financial services, retail, healthcare, energy, other regulated industries, and the public sector. We integrate seamlessly into our clients' businesses thanks to our deep understanding of their needs, transformative tech-enabled solutions, and end-to-end service offering. Whether we're running technology platforms, sending marketing messages, or managing print pieces, our goal is to make every interaction with us surprisingly simple.

To learn more about DATA Communications Management Corp., [click here](#)

Disclaimer: This interview, which was produced by InvestorIntel Corp., (IIC), does not contain, nor does it purport to contain, a summary of all the material information concerning the "Company" being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain "forward-looking statements" within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a

potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. Prospective investors are urged to review the Company's profile on [Sedar.com](https://www.sedar.com) and to carry out independent investigations in order to determine their interest in investing in the Company.

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.

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

written by InvestorNews | January 29, 2024

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](#)

Disclaimer: *Datable Technology Corporation is an advertorial member of InvestorIntel Corp.*

This interview, which was produced by InvestorIntel Corp., (IIC), does not contain, nor does it purport to contain, a summary of all the material information concerning the "Company" being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain "forward-looking statements" within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the

opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. Prospective investors are urged to review the Company's profile on [Sedar.com](https://www.Sedar.com) and to carry out independent investigations in order to determine their interest in investing in the Company.

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!

written by InvestorNews | January 29, 2024

In a recent InvestorIntel interview, Tracy Weslosky spoke with Robert Craig, CEO of [Datable Technology Corporation](#) (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](#)

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](#)

Disclaimer: Datable Technology Corporation is an advertorial member of InvestorIntel Corp.

This interview, which was produced by InvestorIntel Corp., (IIC), does not contain, nor does it purport to contain, a summary of all the material information concerning the “Company” being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain “forward-looking statements” within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company’s business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company’s financial condition or results of operations may negatively impact the value of its

securities. Prospective investors are urged to review the Company's profile on [Sedar.com](https://www.Sedar.com) and to carry out independent investigations in order to determine their interest in investing in the Company.

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.

Privacy concerns push Datable Technology's business model to the front of the pack challenging Meta

written by InvestorNews | January 29, 2024

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, Proctor & 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 | January 29, 2024

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.

About Datable Technology Corporation

Datable has developed a proprietary, mobile-based consumer 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.

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

Disclaimer: Datable Technology Corporation is an advertorial member of InvestorIntel Corp.

This interview, which was produced by InvestorIntel Corp. (IIC) does not contain, nor does it purport to contain, a summary of all the material information concerning the “Company”

being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain “forward-looking statements” within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the Company does not know about now or that it currently deems immaterial, may also adversely affect the Company’s business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company’s financial condition or results of operations may negatively impact the value of its securities. Prospective investors are urged to review the Company’s profile on [Sedar.com](https://www.sedar.com) and to carry out independent investigations in order to determine their interest in investing in the Company.

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.

Chris Thompson on eResearch's Update Equity Research Report on DATA Communications Management

written by InvestorNews | January 29, 2024

In a recent InvestorIntel interview, Tracy Weslosky spoke with Chris Thompson, President of [eResearch Corp.](#) about his 19-page [Update Equity Research Report](#) on [DATA Communications Management Corp.](#) (TSX: DCM) ("DCM").

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Chris discussed DCM's third quarter financial results for 2021 with a positive year-over-year revenue trend and strong EBITDA. He went on to provide an update on DCM's digital asset management solution as they continue to execute on their digital first strategy. In the interview, Chris also provided an update on the largest revenue growth drivers for DCM 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

About DATA Communications Management Corp.

DCM is a leading provider of marketing and workflow solutions that solve the complex branding, communications, logistics and regulatory challenges of some of North America's biggest brands. Powered by purpose-built technology like our DCMFlex™ workflow management platform and our ASMBL digital asset management solution, we help clients bring their brands to life and create more meaningful connections with customers. We serve market leaders in key verticals such as financial services, retail, health care, cannabis, energy, and the public sector, supporting them with marketing scale, speed, efficiency and insight that drives their competitiveness and improves their performance.

To learn more about DATA Communications Management Corp., [click here](#).

Disclaimer: This interview, which was produced by InvestorIntel Corp., (IIC), does not contain, nor does it purport to contain, a summary of all the material information concerning the "Company" being interviewed. IIC offers no representations or warranties that any of the information contained in this interview is accurate or complete.

This presentation may contain "forward-looking statements" within the meaning of applicable Canadian securities legislation. Forward-looking statements are based on the opinions and assumptions of the management of the Company as of the date made. They are inherently susceptible to uncertainty and other factors that could cause actual events/results to differ materially from these forward-looking statements. Additional risks and uncertainties, including those that the

Company does not know about now or that it currently deems immaterial, may also adversely affect the Company's business or any investment therein.

Any projections given are principally intended for use as objectives and are not intended, and should not be taken, as assurances that the projected results will be obtained by the Company. The assumptions used may not prove to be accurate and a potential decline in the Company's financial condition or results of operations may negatively impact the value of its securities. Prospective investors are urged to review the Company's profile on [Sedar.com](https://www.sedar.com) and to carry out independent investigations in order to determine their interest in investing in the Company.

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.

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

written by InvestorNews | January 29, 2024

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.