



MyDataModels debuts the world's first AI-powered Google Analytics manager

The TADA Digital Marketing platform is a super AI-enabled Google Analytics platform powerful enough to find who will be your online buyers.

Paris, October 11, 2021. The innovative AI company [MyDataModels](#) announces a game-changer for Google Analytics users TADA DM (Digital Marketing).

Digital Marketers face the difficult challenge of gathering, reading, and analyzing the critical data provided by Google Analytics. As it is becoming increasingly necessary to extract strategic information from Google Analytics, while complicated to do.

MyDataModels has designed TADA DM. Based on their powerful AI engine ZGP resulting from 5 years of research, the tool allows digital marketers to achieve their conversion and revenue goals. It features a total of three main easy 'click button' scenarios thanks to its powerful AI engine:

- Who are the most likely buyers?
- I want to retarget my campaign by removing users unlikely to convert; who are they?
- Who are the people likely to perform a certain Analytics goal?

"The tool improves the efficiency of digital marketing campaigns tremendously," **says Mathieu Zamanian, company CEO.**

MyDataModels - Founded in March 2018, MyDataModels offers TADA, a predictive analytics platform powered by artificial intelligence. Powerful and easy to use providing fully interpretable models, TADA helps every professional to deeply analyze their data and make more informed decisions. As such, MyDataModels technology is the preferred solution for healthcare, research, industry and marketing. MyDataModels is based in France and employs 35 people. Learn more: www.mydatamodels.com

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