

PRESS RELEASE

fifty-five announces technology partnership with Baidu Analytics (Baidu Tongji)

Shanghai, July 2021: fifty-five, the global data and analytics consultancy and Baidu Analytics have entered into a strategic partnership aimed at helping enterprises in China to improve their digital efficiency by leveraging the advancement of Baidu solutions with fifty-five's expertise in the country.

As a leading data consultancy, fifty-five helps brands leverage their data, from collection to activation, and assists them in becoming truly multi-channel entities that are perfectly adapted to a digitized economy. Through accurate measurement, astute analysis, and a strong focus on first-party data activation, we help them gain a deeper understanding of their campaigns and users in order to improve marketing effectiveness and customer experience. Through this collaboration, fifty-five will work with Baidu hand-in-hand to provide solutions for global enterprises in China in a variety of areas, including conversion rate optimization, media efficiency and advanced machine-learning use cases. Baidu Analytics is an intelligent and convenient data analysis product, which can provide high-level analysis capabilities in data analysis, behavior analysis, user management, business transformation and other sectors, helping improve the work efficiency of various functional roles of customers, and helping enterprises grow users in the whole life cycle with data analysis.



“We are pleased to develop a long-term partnership with Baidu Analytics”, said Jerry Xie, Consulting Manager at fifty-five Shanghai. “fifty-five is committed to providing world-class technology services to our clients in China. Through this partnership, our clients will be able to utilize Baidu's products. Moreover, our clients can leverage omnichannel AI marketing data platforms, such as Baidu DMP, to effectively achieve customer activation in the Baidu ecosystem.”

“The new Baidu Analytics is a powerful and reliable tool for data processing, and it's simple to deploy. It fully supports advanced applications such as data export,” added Liu Renzhong, Analytics Lead at fifty-five Shenzhen.

“We are looking forward to working with fifty-five, the team at fifty-five have proven themselves genuine experts on Baidu solutions and we believe in their quality of the support,” said Ye Jun, Manager of Baidu Analytics, “this partnership highlights our commitment to provide excellent service and product support to clients with our innovative and integrated digital solutions.”

About fifty-five

fifty-five, the data company

55 is a global data & analytics consultancy that helps brands collect, analyze and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Geneva, New York, Hong Kong, Shanghai, Shenzhen, Taipei and Singapore, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, owing to its unique approach that blends consulting, operational and technology expertise.

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