

Booth No. 8.1B40.7

## Digitalog Technologies Inc.

# Digitalog

Year Established	2023	Type of Business	IT
Website	www.digitalog.ai	Main Export Countries	Japan, Vietnam, Malaysia
SNS	https://www.linkedin.com/company/digitalogtechnologies		
Main Customer	Domestic Customers		International Customers
	The Person In Charge		
The Person In Charge	Name	Department	Position
	Alex Son	CEO Office	CEO
	Phone	Mobile	E-mail
	+82-70-4106-4243	+82-10-8645-4243	alexson@digitalog.ai

### Company Description

Digitalog Technologies develops IMP, an Integrated Marketing Platform leveraging AI for seamless marketing planning, operation, and management. With a strong presence in APAC, it offers innovative SaaS solutions to optimize marketing strategies, enhance operational efficiency, and achieve measurable results, empowering businesses to make data-driven decisions and drive sustainable growth.

### Product

#### IMP (Integrated Marketing Platform)

**Function and Usage :** IMP (Integrated Marketing Platform) by Digitalog Technologies is an advanced SaaS solution designed to streamline marketing efforts through AI-driven tools. It enables businesses to plan, operate, and manage marketing campaigns efficiently by integrating data from multiple channels, providing actionable insights, and optimizing strategies. IMP supports decision-making with real-time analytics, campaign automation, and performance tracking, empowering companies to achieve measurable success and enhance their overall marketing efficiency in competitive markets.

**Marketing and Selling Points :** IMP (Integrated Marketing Platform) by Digitalog is an AI-driven SaaS solution designed specifically for marketing, similar to how SAP's ERP supports enterprise resource planning and Salesforce's CRM focuses on customer relationship management. IMP integrates marketing planning, operation, and management into a single platform. It offers real-time marketing analytics, marketing campaign automation, and AI-driven marketing optimization to streamline workflows and enhance efficiency. Scalable and user-friendly, IMP empowers businesses to achieve measurable marketing success in today's highly competitive environment.

