Pairing AI, Consumer Data, and CX
Engagement Tech Gives Retailers an Edge

DAS Technology capitalizes on CRM, inventory data, and proprietary AI to give retailers a competitive advantage and customers a better experience.

Founded in 2010, DAS Technology (formerly Digital Air Strike) serves over 9,200 retailers, partners, and original equipment manufacturers (OEMs) in 32 countries as the largest Consumer Data Experience Platform (CDXP) provider. With over 10 years of consistent growth, DAS co-founder and CEO Alexi Venneri and her team continue to innovate and expand.

“Through nine successful mergers and acquisitions, we’ve built and acquired technology to fill in the gaps, to create an excellent customer journey,” Venneri says. “We integrate with many data systems and work behind the scenes to help retailers promote the right message at the right time to maximize their leads and create loyal customers.”

DAS started by building the first online monitoring system to track consumer sentiment and online reviews. DAS developed the first Tier 3 consumer survey system in the automotive industry after identifying that it took too long for vehicle manufacturers to survey consumers. The company integrates with retailers’ systems in real time to know when inbound leads or sales occur. DAS then reaches out to consumers on behalf of retailers to evaluate their experience, leverage AI to answer questions, and offer new inventory and incentives with targeted consumer messaging.

DAS’s latest M&A includes 3 Birds Marketing LLC. This acquisition broadens their data mining capabilities. It helps franchise auto dealers increase vehicle sales, service appointments, and trade-ins through custom campaigns and targeted messaging, including alerting consumers of equities. DAS works with large enterprise clients, including General Motors, Nissan, Club Car, and Tire Pros.

Innovation in Action

Venneri is a successful technology marketer, industry speaker, and bestselling author who has worked with successful tech companies, including taking a spin-off from Chase Manhattan Bank public as their VP of IR strategy.

“I’m intrigued by the versatility of software solutions yet frustrated by their inability to respond effectively to consumers,” she says. “It started with realizing many retailers had no idea about negative reviews and grew to find new ways to leverage social media.”

In 2008, many retailers had to reduce advertising budgets amid the Great Recession. However, Venneri discerned the potential of AI and perceived an opportunity to utilize it to monitor online sentiment, optimize engagement, answer queries, and capitalize on leads.

Knowing consumers increasingly use social media for communication, she sought a cost-effective approach to engage with audiences. She joined with automotive business partners and executives Adam Simms, Mark Rikess, and Mark Miller to help retailers maximize profits through application programming interfaces (APIs) to translate customer relationship management (CRM) data into actionable insights, improve consumer response, and increase lead conversions while delivering measurable return on marketing investment.

DAS has patented technology to help business owners maximize consumers and leads while finding new ways to serve inventory and sales offers. DAS analyzes SEO, tracks data, and reaches out on behalf of retailers while integrating existing consumer data and inventory.

The company’s technology is like an insurance policy. With a competitive environment to respond to consumers and a need to retain and upsell prior customers, many can benefit from its SaaS offerings. “Given the economic climate, every lead is important,” Venneri concludes. “We started during the Great Recession, grew during COVID, and innovated to give consumers better interactions with retailers.”