Base Element and Data Practitioners Announce Strategic Partnership

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A collaboration that will enhance the portfolio of innovative, data-driven strategic marketing solutions for their clients

Base Element, a European digital agency, and Data Practitioners (DPL), a specialist behavioural and data science agency have entered into a strategic partnership agreement to complement the two organisations' capabilities to provide **data-driven strategic marketing solutions for their clients.**

"Data Practitioners bring a different perspective to marketing services and technology. We uniquely combine advanced machine learning, data science, psychometrics, data-driven creativity, customer engagement technology and solutions," Oliver Klander, VP of Sales at DPL, commented. "This allows brands to get back to what really matters – reaching customers at the moments that most influence their decisions. We do this by bringing the customer mind-set back to the centre of marketing."

Antonis Neocleous, Director and Co-Founder of Base Element, observed, "We have always had a holistic approach. We preach that a one-size-fits-all attitude does not work in the digitally connected ecosystem we inhabit. In this sense, we share a clear common vision and offer valuable complementary abilities with Data Practitioners".

About Base Element

Base Element is a dynamic, fast-growing digital agency with presence in several European cities. Established in 2011, the company has worked in a range of industries across the spectrum of marketing, communications and technology, with European and global clients including Rio Tinto, Microsoft, IKOS Resorts and MTN Telecoms. Visit their website at www.baseelement.digital to find out more.

About Data Practitioners

Data Practitioners is a specialist behavioural and data science agency that brings together advanced machine learning, data science, psychometrics, data-driven creativity, customer engagement technology and solutions. Visit www.datapractitioners.org to learn more.

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