

October 8, 2018

Trade.com to Launch Endor's AI Predictive Analytics Platform

Endor has announced it has recently engaged with Trade.com to implement Endor's leading AI predictive analytics platform across Trade.com to accelerate and optimize its business growth.

Providing value to customers through intelligent, data-driven marketing efforts is key to an effective and strategic growth plan that will see Trade.com maximize customer lifetime value, reduce churn and other KPIs. Creating data based marketing efforts increases customer engagement and maximizes their business.

Trade.com has said it intends to use Endor's predictive analytics platform to improve targeting and marketing offers to its ever growing user base. Endor's AI based predictions will allow Trade.com incredibly fast time to insights of their data and will give them advanced tools to navigate their business and marketing activities to generate growing, recurring revenues within the fastest growing regions in the world.

"Endor's MIT based technology and its fantastic track record with Fortune 500 companies worldwide really impressed us. By using Endor's automated predictions engine, we expect to see faster and more accurate results than we've seen to date. Endor's unique ability to compute on encrypted data is of incredible value to Trade.com," said a representative of the company.

Endor CEO, Dr. Yaniv Altshuler added "Trade.com is a renowned trading platform where Endor's predictive analytics platform can equip them with a huge competitive edge by generating incredibly fast, automated time to insights and predictions on their data. We are really excited to collaborate with an industry leader in its continued success."

Due to Endor's simple and quick implementation process, the two companies have said they intend to kick off immediately with implementation.

About Endor

Endor is the first automated predictions engine that empowers businesses with fast and accurate intelligence to make informed business decisions. Leveraging blockchain infrastructure and Endor's proprietary Social Physics technology, the company analyzes Big Data using artificial intelligence in order to find patterns in customer behavior with unmatched accuracy and speed. Endor's groundbreaking predictive analytics platform has the unique capability to process encrypted data, on and off blockchain, thereby guaranteeing the security of sensitive data and GDPR compliance.

Since being founded by MIT researchers in 2014, leading banks, large retailers and Fortune 500 companies such as Coca-Cola and Mastercard have utilized Endor to predict consumer behavior, make data-driven decisions and increase revenues. For more information on Endor, visit www.endor.com

About Trade.com

Trade.com is one of the most reputable online trading platform providers which allows secure trading on Forex trading and stock CFD trading online. For more information on Trade.com, visit www.trade.com