

55 数据公司入驻深圳，国际扩张仍在继续

55 数据公司正在推动其国际发展，并宣布在深圳成立了办事处。新办公室的成立能够使 55 更好地为国际及本地客户提供更密切的服务支持，部署明确的数据驱动下的营销策略。

2019年1月22日：继巴黎、伦敦、香港、纽约、上海和日内瓦之后，55 数据公司继续扩大其在亚洲的地位，并宣布在广东省深圳市设立办事处。55 公司成立于2010年，并一直致力于全球业务，因此专注于在一些主导国家的大型城市扩张。

在众多国家和城市中，55 认为深圳是一个连接香港与中国大陆的现代化大都市，入驻深圳，是 55 国际化中的一个重要里程碑。作为中国第一个经济特区，深圳在过去40年里经历了极速增长。如今，许多萌芽于中国的科技公司正在全球范围内大规模地开展业务，如 55 的客户华为、Vivo、大疆等。55 在深圳成立办事处，可以更高效地服务当地的客户，以帮助他们更好掌握数字工具了解数字化生态系统。除此之外，凭借优越的地理位置，深圳也是中国电子商务行业的摇篮。55 数据公司也正在寻求与从事电子商务和技术的创业公司合作。

“深圳以其在中国的‘创新之城’而闻名，在过去的40年里拥有无与伦比的‘深圳速度’。数字经济正在加速发展，并迫切地需要专家资源来支持其转型。我们很期待将 55 数据公司的专业知识分享给base在深圳的公司，帮助他们利用他们的数据来打造一流的品牌体验。” 55 数据公司大中华区董事总经理高保生说。

55 深圳办公室坐落在深圳的福田区。

关于 55 数据公司

从属于世界第一家品牌技术集团 You & Mr Jones，55 是一家全力协助品牌领航数字世界的新型数据咨询公司。我们帮助品牌充分利用数据与科技，增强透明度，提升团队数据实力，推动数字营销创新，全力打造线上与线下完美融合的消费体验。

55 数据公司总部位于法国巴黎，并在伦敦、香港、纽约、上海、日内瓦和深圳均设有分公司。凭借其独特的技术方法和软件以及服务的专业度，55 被 Deloitte（德勤）评为欧洲发展最快的数据公司之一。

[English version below]

fifty-five's expansion continues in Asia with the opening of an office in Shenzhen, China

fifty-five is boosting its international development and announces the opening of its Shenzhen office. This new office will allow the data company to provide close support to its international and local clients who wish to deploy data-driven marketing strategies.

January the 22nd: After Paris, London, Hong Kong, New York, Shanghai and Geneva, the data company fifty-five continues to expand its positions in Asia and announces the opening of an office in Shenzhen, Guangdong Province, mainland China. Founded in 2010, fifty-five has always aspired to a global footprint to better serve its clients, and therefore focused on expanding in major cities of leading countries.

Among them, fifty-five now counts Shenzhen, a modern metropolis that links Hong Kong to mainland China, as an important milestone in its international journey. As China's first special economic zone, this city has experienced rapid growth in the last 40 years. Today, many Shenzhen-based international technology corporations are going global, such as fifty-five's clients Huawei, Vivo, DJI, etc., who demand for more proximity, and a local presence to develop their understanding of other digital ecosystems. Beyond that, taking its geographic location as an advantage, Shenzhen is also the cradle of the Chinese e-commerce industry. fifty-five is thus seeking to cooperate with startup companies specialised in e-commerce and technology.

"Shenzhen is well known as a "city of innovation" in China, with a so-called unparalleled "Shenzhen speed" in the past 40 years. The digital economy is accelerating and requires expert resources to support its transformation. We are looking forward to share fifty-five's expertise with Shenzhen-based companies, helping them leverage their data to craft best-in-class brand experiences." says Baosheng Gao, Managing Director of fifty-five in China.

The fifty-five Shenzhen office is located in Futian District, which is the central business district of the city.

About fifty-five

fifty-five, the data company

As a part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company 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, Hong Kong, New York, Shanghai and Shenzhen, 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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