



Association Tunisienne des Investisseurs en Capital

ANNUAL REPORT 2025

Tunisian Association of
Capital Investors

www.atic.org.tn



2025





SOMMAIRE

Overview of Marketing Automation

3

Lead Generation & Nurturing

4

Email Marketing Automation

5

Customer Segmentation & Personalization

6

Social Media Automation

7

Analytics and Reporting

8

Integration with CRM

9

Challenges & Opportunities

10



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Overview of Marketing Automation

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Analytics and Reporting

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Challenges & Opportunities

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MOT DE PRÉSIDENT

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MOHAMED SALAH FRAD

PRÉSIDENT DE L'ATIC

“

It's not what you sell that matters as much as how you sell it!

”

Digital Marketing Annual Report

WELCOME TO ANNUAL REPORT 2025



”

**It's not what you
sell that matters
as much as how
you sell it!**

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Jonathan Patterson

As CEO Our Bank

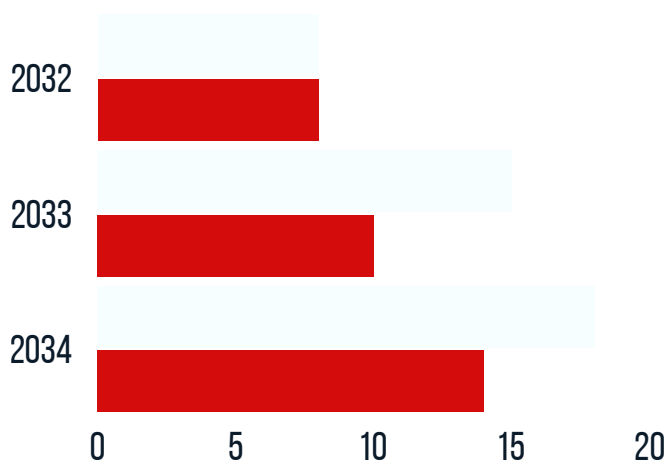
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BUSINESS MODEL

Describe how to monetize, who your customers are, distribution channels or fee structure. The goal is to get an idea of how this business will survive your product or service and tell how your company will make money and achieve its goals.

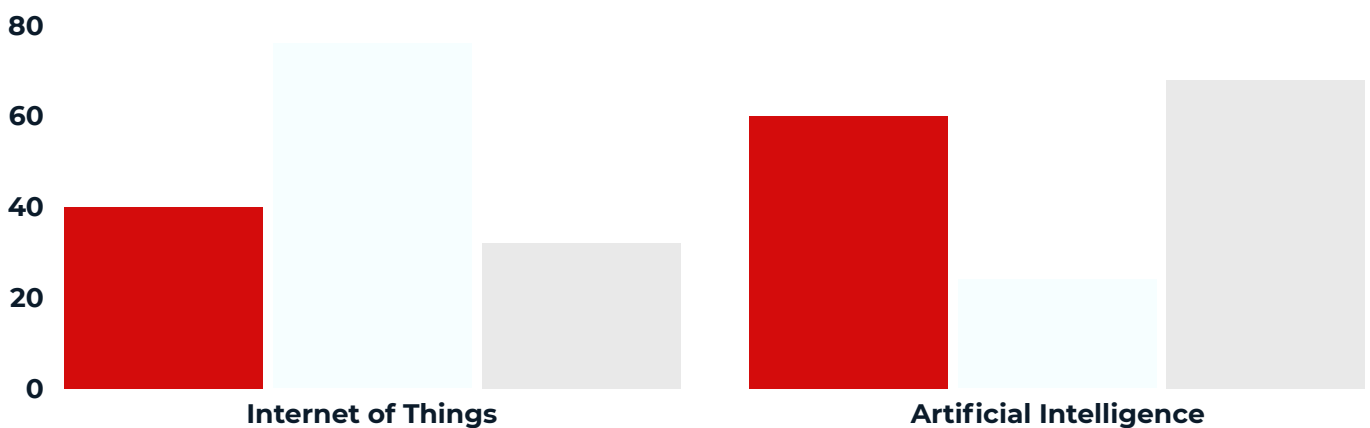


Yearly Developing

67% - 82%

Ratio

1:4 - 1:3



Digital Marketing Annual Report

Our New Strategy In Digital Marketing

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SONIA BARKA

DÉLÉGUÉE GÉNÉRALE DE L'ATIC

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SONIA BARKA

**DÉLÉGUÉE GÉNÉRALE
DE L'ATIC**

“

It's not what you sell that matters as much as how you sell it!

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Digital Marketing Project Analysis

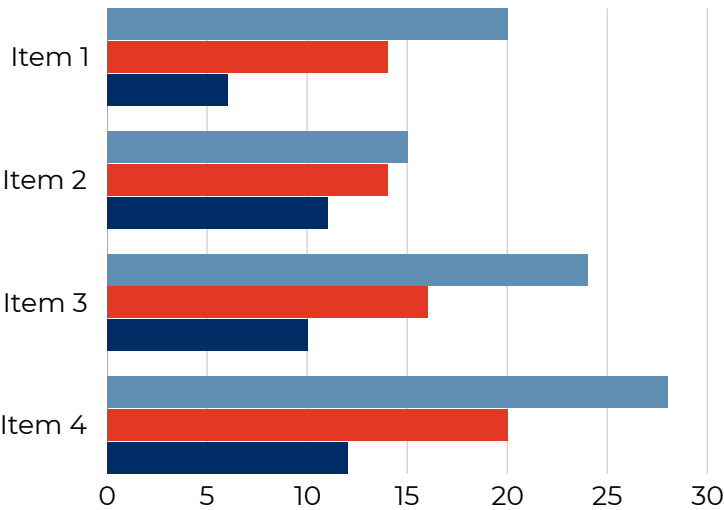
Great Concept Ideas

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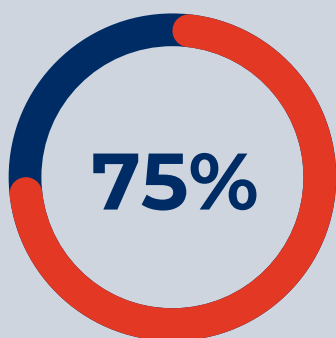
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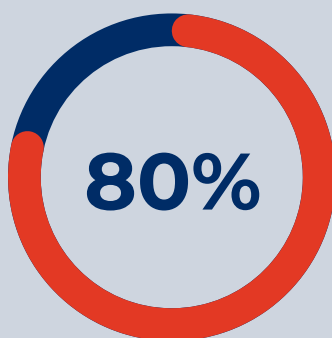
Digital Marketing Annual Report

Performance Increase In Our Digital Market



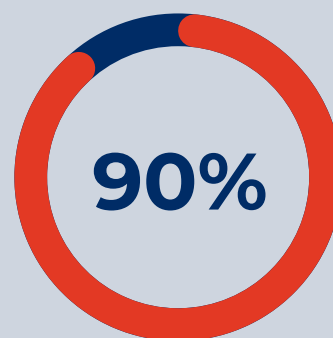
Increase One

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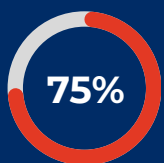
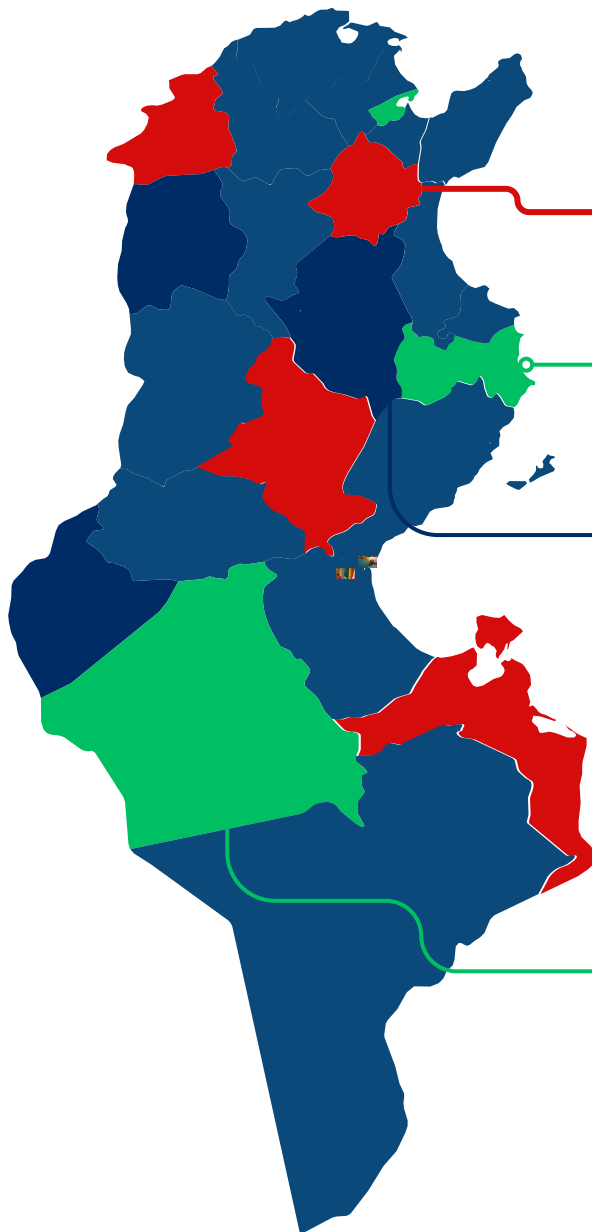
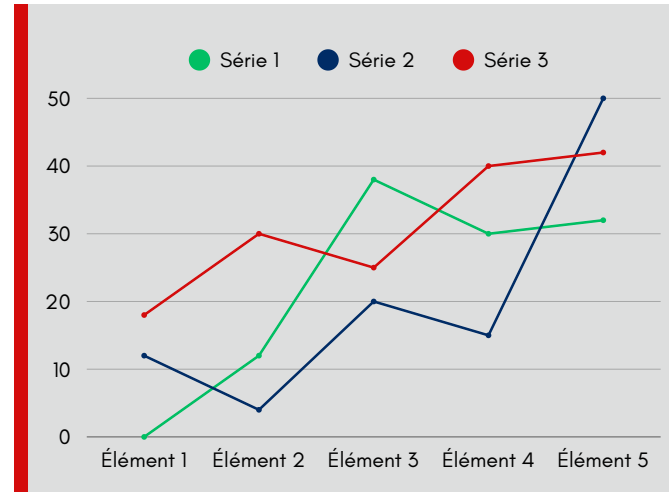
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Digital Marketing Annual Report

Our New Strategy In Digital



Increase One



Increase Two



Increase Two



Increase Two



ANNUAL REPORT

2025

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Our Digital Marketing Branches In The World



International Customers

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National Customers

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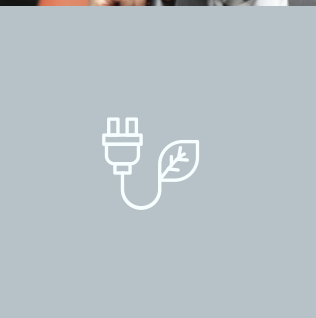


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PRODUCT PORTFOLIO



Bringing ideas & innovation
to life through technology



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Our Latest Progress in Digital Marketing



Increase Project

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Customers Network

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Our Digital Marketing Value Of This Year

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90%

Value Increase One

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123+

Value Increase Two

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Our Leading To An Innovative Experience

01. Innovative Experience

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02. Innovative Experience

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People's Evaluation Of Us



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COMPOSITION DU CONSEIL D'ADMINISTRATION DE L'ATIC MANDATURE 2023-2025

LaranaEarth is an environmental non-profit dedicated to protecting ecosystems and promoting sustainable living. Our team is a blend of researchers, activists, educators, and volunteers who work together to drive change for a greener future.



More Inquiries And Information About Us

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