



YOUR PARTNER IN DIGITAL HEALTH ENGAGEMENT

Empowering Engagement through Health and Wellbeing



Company Overview

At dacadoo, we place engagement at the core of everything we do since 2010. **We help clients forge stronger connections with their customers by creating digital experiences that drive meaningful interaction, through the means of digital wellness tracking.** In today's world, building lasting customer relationships is more challenging than ever, and we provide the product to overcome that challenge.

Our product **empowers companies to engage their customers through personalized, dynamic interactions**, all while promoting health and well-being as the foundation of a successful engagement strategy. By combining advanced technology with behavioural insights, we enable businesses to integrate health and wellness into our clients customer journeys, leading to stronger **user retention** and deeper relationships.

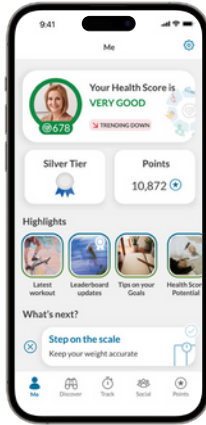


Product & Service Overview

At dacadoo our product portfolio serves a wide range of use cases in **multiple industries, including life & health insurance, bancassurance, retailers, healthcare and corporate wellness.** Our platforms, protected by more than 90 patents, are designed to enhance user engagement and promote healthier lifestyles, using health and wellbeing as the foundation of interaction. We empower businesses to foster more dynamic and personalized relationships with their users by integrating health and wellbeing seamlessly into their engagement strategies.



Engagement Solutions



White Label: A ready-to-use, fully branded solution with configuration options to match your corporate identity, making implementation simple and development-free. Like purchasing a fully assembled car that's ready to drive off the lot (WCAG 2.1 & EU Accessibility Act compliant).

API: A flexible integration option that lets you embed dacadoo's functionality into your new or existing app, giving you full control over the user experience and branding. Like receiving a high-performance engine that you can integrate into an existing car.

DACADOO'S USER ENGAGEMENT FEATURES



Tracking

dacadoo automatically connects with most popular wearable devices and apps to track more than 125 activities. Alternatively, users can enter activities manually, or track with the dacadoo in-app tracking for mobile apps (iPhone/Android).



Challenges

Activity, nutrition and photo challenges can be set up as individual or team competitions. Users can create their own challenges or join public ones.



Achievements

More than 200 achievements can be attained. They are automatically activated and mainly activity-based goals that track and recognise progress.



Reward system

Allows users to "earn points" for healthy behaviour and "redeem points" in a shop offered either by dacadoo partners or to your existing shop.



Goals

Users can select a variety of goals to set personal lifestyle targets (activity, nutrition, sleep, etc.).



AI & smart feedback

Use our Agentic AI Coach or our smart users lifestyle feedback to deliver a personalized guidance to every user.



Social features

Users can connect with friends and colleagues, comment on activities, and share information via social networks.

Health Risk Quantification Solutions



Risk Engine API (RE-API)

A health risk tool for life insurers that estimates disease risks with minimal self-reported data to **accelerate the underwriting process and optimize decisions** for individual members or prospective customers. It calculates mortality and morbidity probabilities, imputing missing values for various use cases.



Health Score API (HS-API)

An easy-to-understand tool, built on 400 million person-years of scientific data, that uses biometric, lifestyle, and psychometric inputs to dynamically score overall health from 0 to 1,000. Use dacadoo Health Score data to **compare customers across health or lifestyle metrics** and make smart, **data-driven decisions** about products and marketing.

What makes us unique

dacadoo's key strength is integrating health and wellbeing into engagement strategies through cutting-edge, data-driven technology. What sets us apart is our **holistic approach**, which combines cutting-edge artificial intelligence, behavioral science, gamification and comprehensive data analytics to create personalized health journeys that truly engage users. Each of our initiatives are **Relevant, Engaging and Impactful (REI factor)**.

Key differentiators include:



Science-Driven and Dynamic Holistic Health Score:

dacadoo's Health Score, based on 400 million person-years of scientific data, offers a holistic view of wellbeing by covering Body, Mind, and Lifestyle. This enables personalized and impactful health engagement.



Flexibility & Scalability:

dacadoo provides flexible solutions, whether a fully branded platform or API integration, scalable to your needs. Easily manage content, services, and events via our intuitive Administration Portal.



Security & Compliance

Certified to ISO 27001 and ISO 27701, fully GDPR and HIPAA compliant, and regularly tested by independent security experts, dacadoo ensures robust data protection through zero-trust network architecture, encryption at all stages, and automated vulnerability management.



Complementary Health Risk Quantification:

Leverage more than 100 data points, including lifestyle data, to refine risk assessments and improve underwriting decisions, applied at acquisition or throughout the user lifecycle.

Use Cases

dacadoo's platform has been successfully implemented across a wide range of industries, driving measurable results for businesses and enhancing user engagement through health and wellbeing. Below are key examples of how our solutions are making an impact:

Insurance Providers:

By integrating dacadoo's Health Engagement Platform, insurance companies have seen a significant increase in policyholder engagement and loyalty. For example, one leading insurer reported a strong increase in adoption of their health programs, resulting in improved health outcomes, greater user engagement and 5% reduction in healthcare costs.

Bancassurance:

In bancassurance partnerships, dacadoo's platform has enhanced cross-selling opportunities, providing banks with valuable insights into customer health behaviors. This has enabled personalized product offers, resulting in higher conversion rates and better customer retention.

Corporate Wellness:

Several multinational corporations have implemented dacadoo's platform as part of their corporate wellness initiatives. Personalized health recommendations and reward systems have helped organizations improve employee well-being, leading to increased productivity and reduced absenteeism.

Retailers:

Retailers leveraging dacadoo's engagement platform have been able to offer targeted health-related promotions to their customers. By incentivizing healthier lifestyle choices, these retailers have seen an uplift in both Customer Lifetime Value and average basket size.

ARE YOU LOOKING FOR CONCRETE RESULTS & OUTCOMES?

Contact your sales representative or fill our form [here](#)



ABOUT DACADOO

dacadoo is a Swiss-based technology company that develops technology solutions for digital health engagement and health risk quantification. Our Enterprise SaaS based digital health engagement platform (DHEP) is a mobile-first solution that leverages behavioral science, AI, and gamification to help end-users improve their health outcomes while helping clients to improve customer engagement and loyalty through personalization. This platform is available in over 18 languages and can be licensed as a white label offering or through APIs to develop/enhance custom solutions. Our award-winning Risk Engine, which calculates relative risk on mortality and morbidity in real-time, is also available for license through APIs. dacadoo's global employees are committed to making the world a healthier place. We strongly value security and privacy, with an Information Security and Privacy Management System certified to ISO 27001 and ISO 27701 standards.



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