

**Chammas & Marcheteau advises Dotaki
on its acquisition by AB Tasty (AI/Software/Marketing)**

Chammas & Marcheteau advised Dotaki on its acquisition by AB Tasty, the leading SaaS-based A/B testing, personalization and re-engagement solution for marketers wishing to adopt a data-driven approach.

Founded in 2013, Dotaki develops a software solution that uses artificial intelligence to measure emotional behavior, tailoring the customer experience to the personality of each visitor in real time. Now known as EmotionsAI by AB Tasty, Dotaki will be bringing that technology to the AB Tasty platform, helping shape personalization and best-in-class customer experiences together.

The **Chammas & Marcheteau** team consisted of **Denis Marcheteau** (partner) and **Arys Serdjanian** (associate) on corporate aspects, of **Christophe Moreau** (partner) and **Marjorie Masoni** (associate) on tax aspects.

About Chammas & Marcheteau

Chammas & Marcheteau is a Paris-based independent law firm that advises companies, investment funds and entrepreneurs on their transactions and development strategies in France and abroad. With more than 50 specialists in business law, including 13 partners, the Firm offers its clients expertise in Private Equity, Mergers & Acquisitions, Funds and Financial Services, Corporate, Restructuring and Turnaround, Tax, Intellectual Property and Information Technology, and Employment Law.