

Paris

14th of November 2018

Zenweshare becomes Dotaki

Zenweshare has changed its commercial name, as of today it is Dotaki. It aims at better representing its main current activity and move off its former focus

Zenweshare's name was inherited from the first activity sector of the company: the sharing economy. Zenweshare used to be a digital personal trust profile. The insights gathered during this activity has led our fantastic team to develop our current technology, providing e-retailers with a new way to increase their conversion rates.

As we do this by dynamically adapting the content of the websites to different users, we have chosen the name Dotaki. It means « dynamic » in Japanese. One of the founders was travelling in Japan while reflecting on the name and found it this word perfectly representative of the activity and the values of the company: excellence in delivery and integrity.