enext

A WPP COMPANY

X

2008

CONSULTING

2008
- CONSULTING

X

2011

SALESFORCE   MARKETING CLOUD

2008   2011

CONSULTING ————— SALESFORCE

X

VTEX

2012

VTEX ǀ SAP HYBRIS

SAP Hybris

2008
CONSULTING

2011
SALESFORCE

2012
VTEX
SAP HYBRIS

X

Google

facebook

2016

GOOGLE | FACEBOOK |
MICROSOFT POWER B.I

Power BI

2008
CONSULTING

2011
SALESFORCE

2012
VTEX
SAP HYBRIS

2016
GOOGLE | FACEBOOK
MICROSOFT POWER B.I

X

ORACLE
Commerce Cloud

ORACLE
maxymiser

2017

ORACLE | COMMERCE CLOUD | MAXYMISER | RESPONSY | ELOQUA

ORACLE
RESPONSYS

ORACLE
eloqua

2008	2011	2012	2016	2017
CONSULTING	SALESFORCE	VTEX SAP HYBRIS	GOOGLE | FACEBOOK MICROSOFT POWER B.I	ORACLE WPP

X

ORACLE
Commerce Cloud

WPP

ORACLE
maxymiser

2017

ORACLE ¹ COMMERCE CLOUD ¹ MAXYMISER ¹ RESPONSY ¹ ELOQUA

ORACLE
RESPONSYS

ORACLE
eloqua

2008	2011	2012	2016	2017
CONSULTING	SALESFORCE	VTEX SAP HYBRIS	GOOGLE | FACEBOOK MICROSOFT POWER B.I	ORACLE WPP

X

2018

SALESFORCE | DATORAMA | DMP | COMMERCE

2008
CONSULTING

2011
SALESFORCE

2012
VTEX
SAP HYBRIS

2016
GOOGLE | FACEBOOK
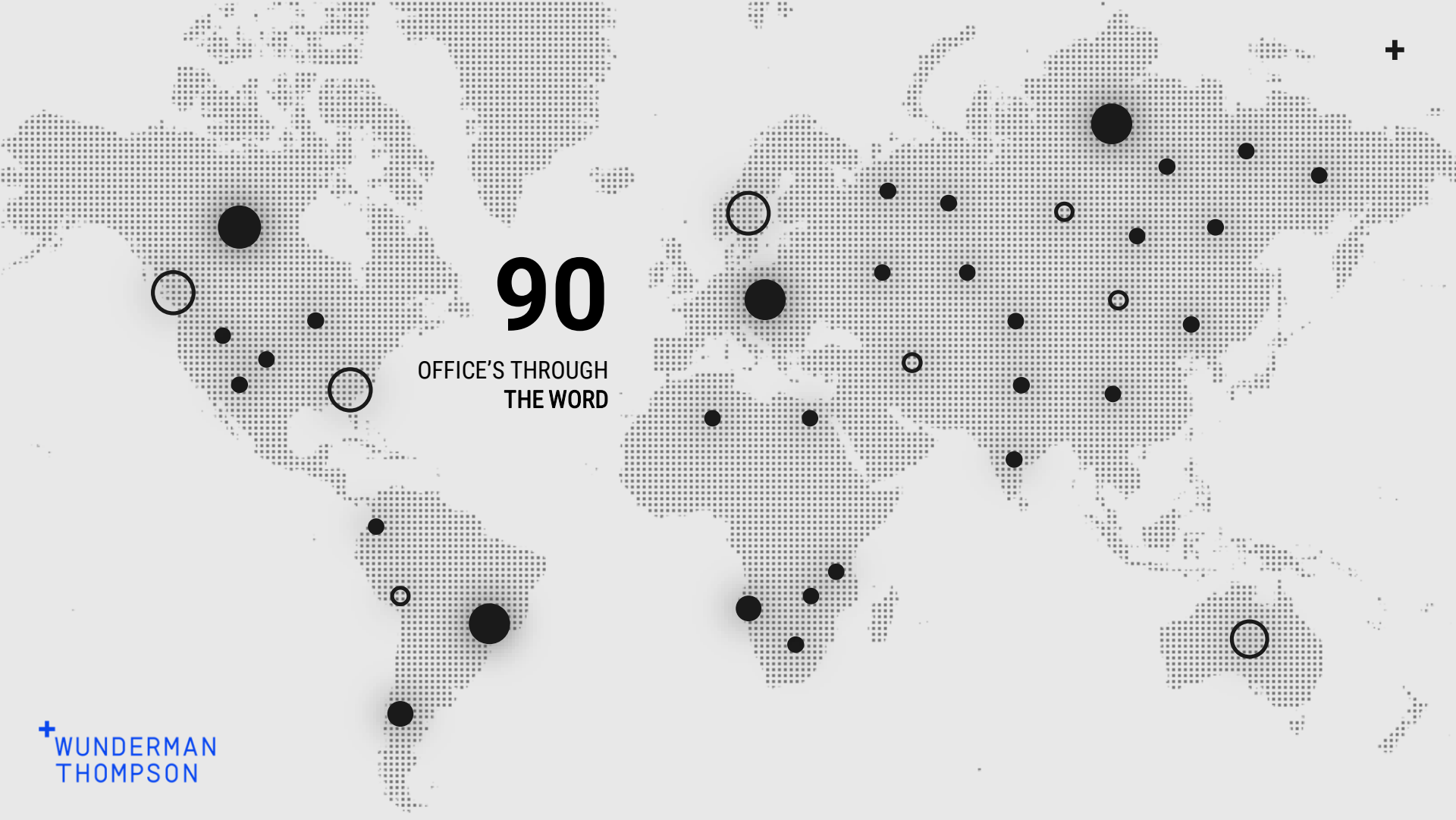MICROSOFT POWER B.I

2017
ORACLE
WPP

2018
SALESFORCE

+

+ WUNDERMAN THOMPSON

2018

SALESFORCE | DATORAMA | DMP | COMMERCE

salesforce DMP   datorama   salesforce commerce cloud
                          A Salesforce Company

2008	2011	2012	2016	2017	2018
CONSULTING	SALESFORCE	VTEX SAP HYBRIS	GOOGLE | FACEBOOK MICROSOFT POWER B.I	ORACLE WPP	SALESFORCE

90

OFFICE'S THROUGH
THE WORD

WUNDERMAN
THOMPSON

LIDERANÇA

+

GABRIEL LIMA

CEO

Graduated in advertising and marketing - ESPM and master's degree in business Administration - Insper, worked in Submarino (B2W) from 2005 until the foundation of Enext in 2008. Author of the book: Comércio Eletrônico: Melhores Práticas do Mercado Brasileiro.
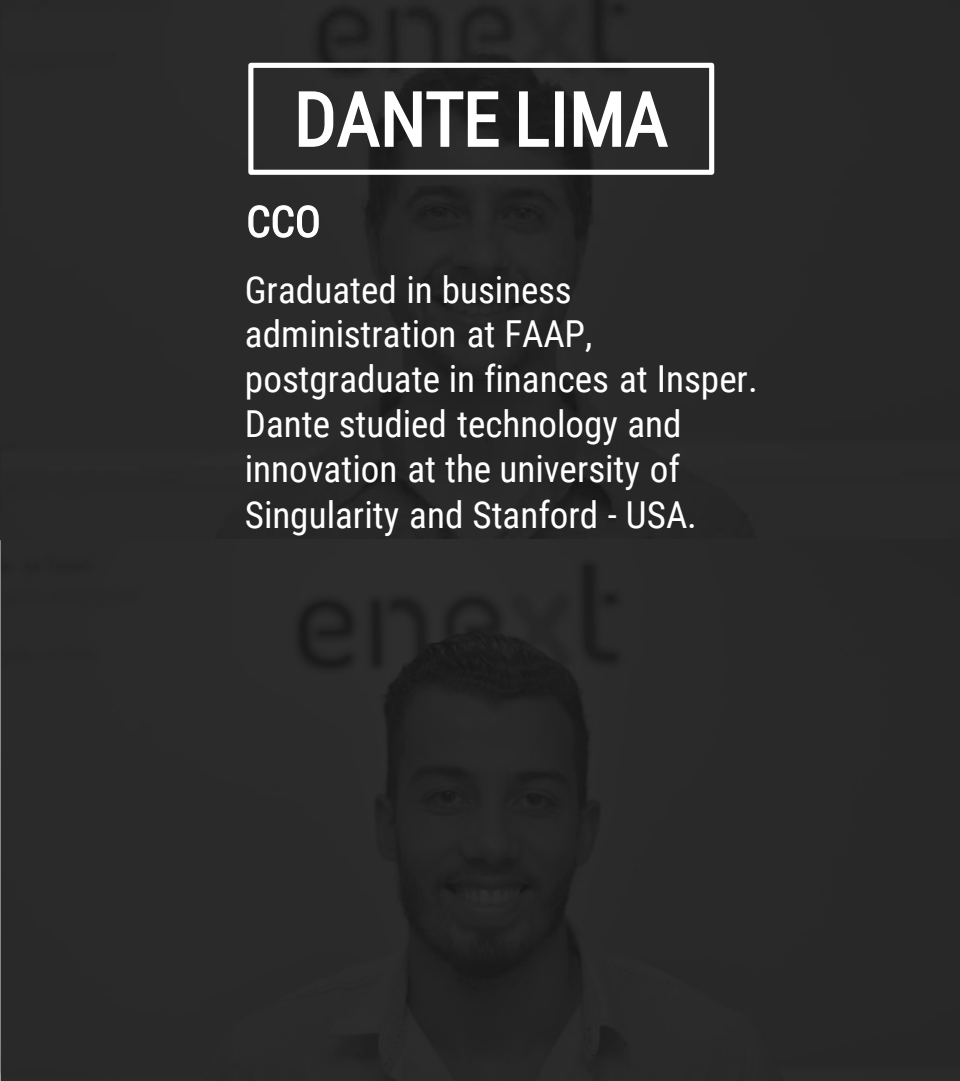ONU member representing Brazil.

RODRIGO FADEL

CFO

Graduated in administration at FGV-EAESP and specialization in mergers and acquisitions at FGV-EAESP and Executive Certificate in Strategy and Innovation by MIT Sloan Management.

DANTE LIMA

CCO

Graduated in business administration at FAAP, postgraduate in finances at Insper. Dante studied technology and innovation at the university of Singularity and Stanford - USA.

FELIPE COELHO

COO

Graduated in Design at ESPM, postgraduate in People and Management at INSPER. Felipe Coelho has 10 years of experience in the e-commerce market.

+

JOSÉ LARA

HEAD OF MARKETING TECHNOLOGY
(MARTECH)

master's degree in Business Administration at INSPER, MBA in Marketing by FIA and Bacharel in Advertisement by Mackenzie. Experience in several projects of marketing like ViajaNet, Netshoes, Santander, Arezzo and Pirelli.

CRM | MARTECH | MARKETING | CONSULTORIA DIGITAL

VIVALDO MARTINS

CRM COORDINATOR | SALESFORCE MARKETING CLOUD CONSULTANT

Graduated in Analysis and Development of Systems, 2x certified in Salesforce Marketing Cloud, Consultant in implementation of Marketing Cloud solutions.

Implemented the Salesforce Marketing Cloud for more than 20 brands, contrast to Telecine, Grupo Arezzo, The North Face and Santander.
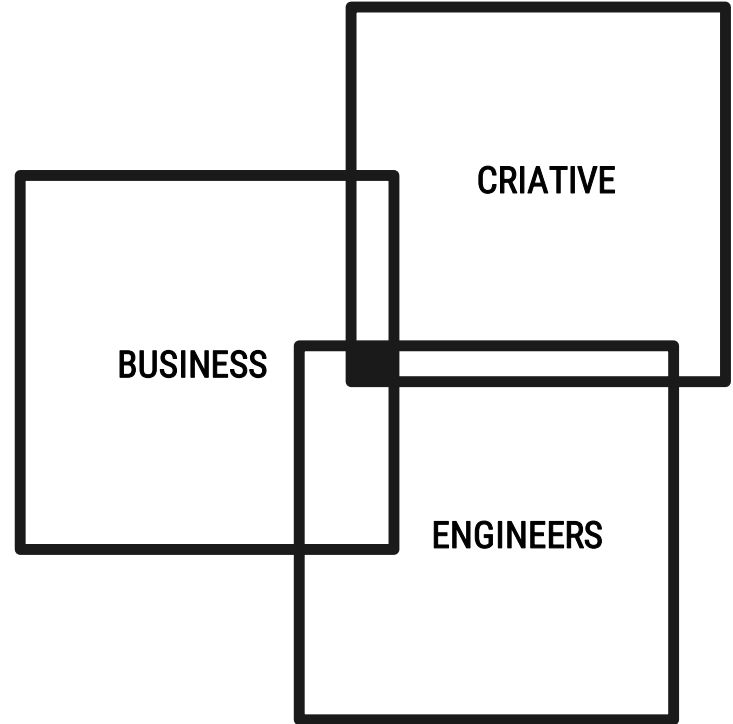
CRM | MARKETING CLOUD | IMPLEMENTATION

PEOPLE

+

+

WE ARE
+150
PEOPLE

We have in our DNA the focus on attracting and capacitating people.

We look for young talents in the best universities from Brazil and apply the most rigorous process of training to desenvolve them.

Great
Place
To
Work.®

CRIATIVE

BUSINESS

ENGINEERS

OUR
CLIENT

CLIENTS

+

CMO
SPEED

TECHNOLOGY FOR MARKETING AND COMMERCE

+

THE MONEY IS GOING TO THE MARTECH´S

| | 27 % | 25 % | 25 % | 22 % |
| 24 % | | 23 % | 23 % | 29 % |
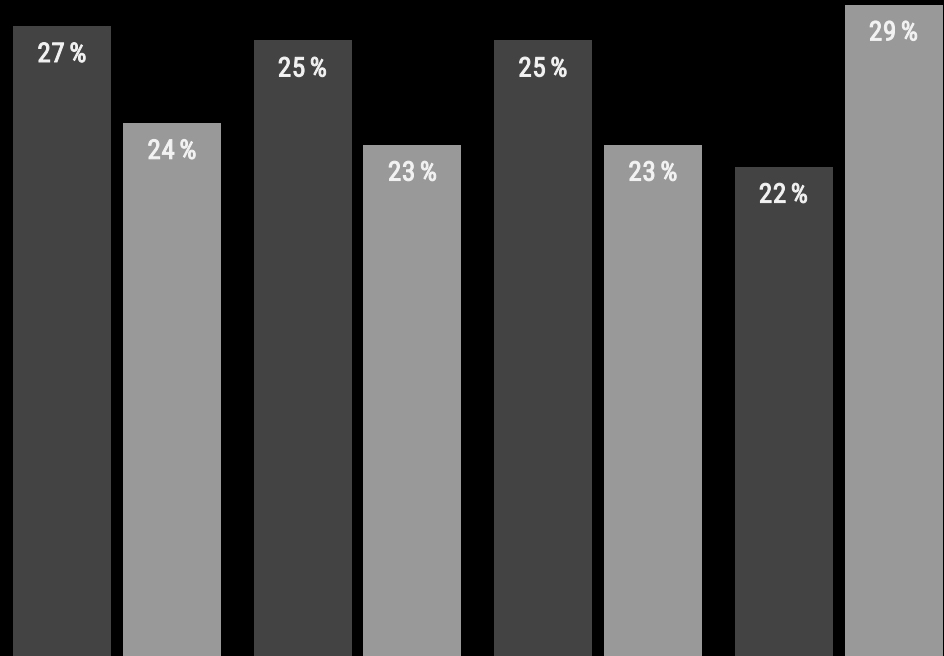
LABOR   PAID MEDIA   AGENCIES   MARTECH

2017 2018

Gartner®

THE INDUSTRIES CONTINUE TO GROW

350
1.000
3.500
7.000

2012   2014   2016   2018
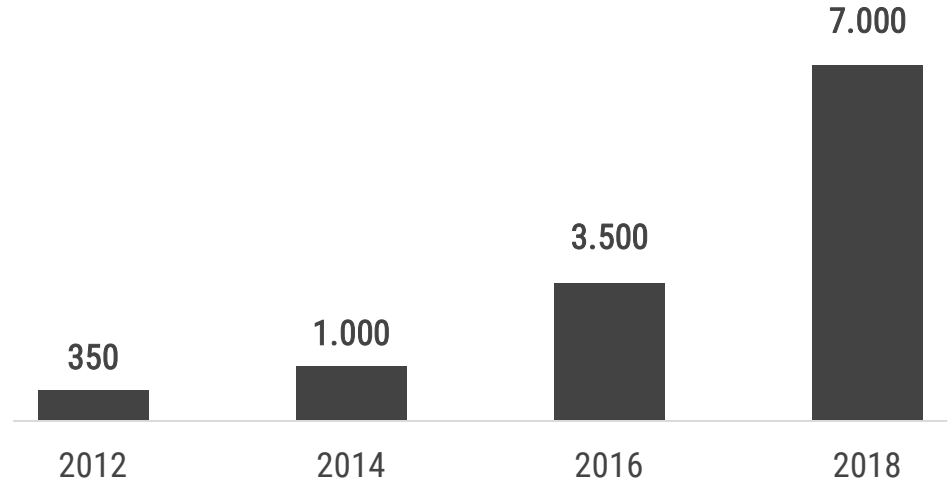
2019 Marketing Technology Media

THE BIG PLAYERS CONTINUE TO EVOLVE

salesforce

**Salesforce has been making acquisitions
to enhance its DX capabilities**

BRAND ENGAGEMENT	DIGITAL E-COMMERCE	DATA MANAGEMENT

krux

BUDDY MEDIA

RelateIQ

demandware
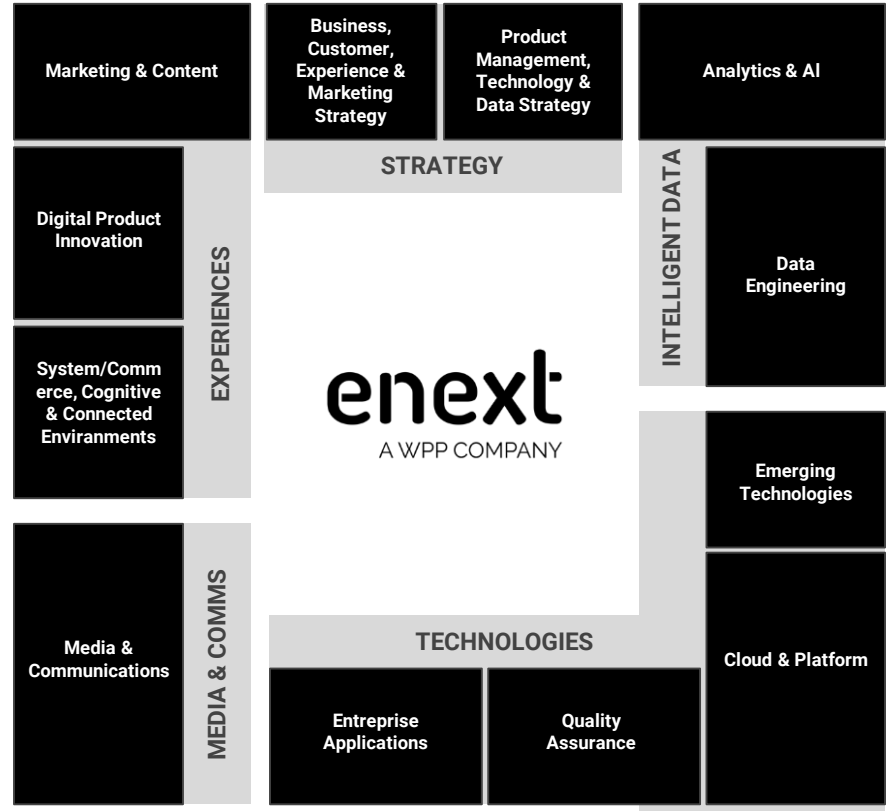move faster, grow faster

cloudcraze
A Salesforce Company

+tableau

MuleSoft

datorama
A Salesforce Company

+

SALESFORCE INTEGRATES ALL GROUPS OF MULTIPLE CAPABILITIES AND WE DELIVER EXPERIENCE TRANSFORMATIONS ALL OVER THE PLATFORM

Marketing & Content

Business, Customer, Experience & Marketing Strategy

Product Management, Technology & Data Strategy

Analytics & AI

STRATEGY

Digital Product Innovation

EXPERIENCES

INTELLIGENT DATA

Data Engineering

System/Commerce, Cognitive & Connected Environments

enext

A WPP COMPANY

Emerging Technologies

Media & Communications

MEDIA & COMMS

TECHNOLOGIES

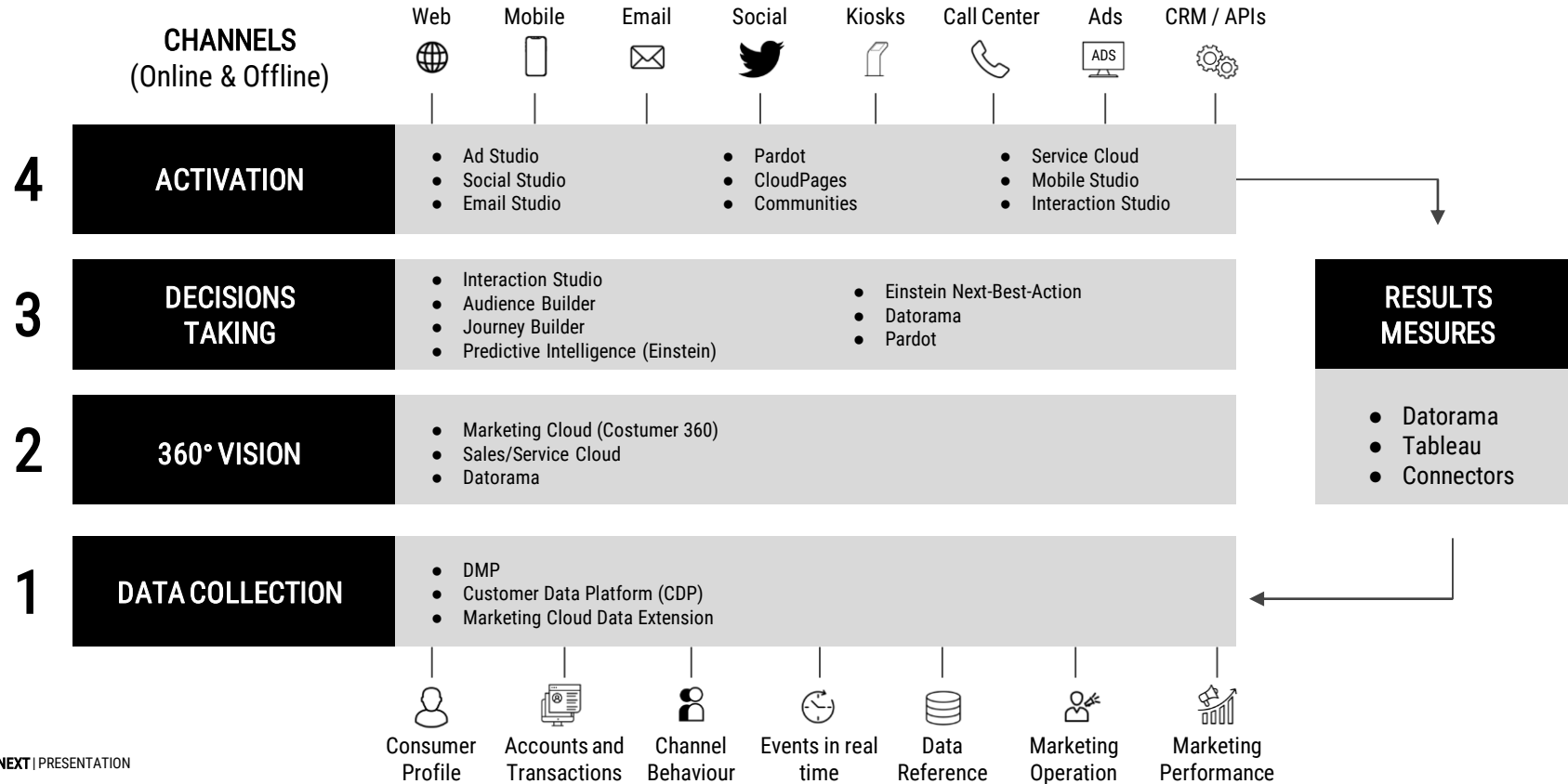Cloud & Platform

Entreprise Applications

Quality Assurance

+

MARKETERS ARE CHALLENGED TO DECIDE WHAT PLATFORM TO USE, OPERATE IT AND AT THE SAME TIME GENERATE RESULTS FOR THE BUSINESS
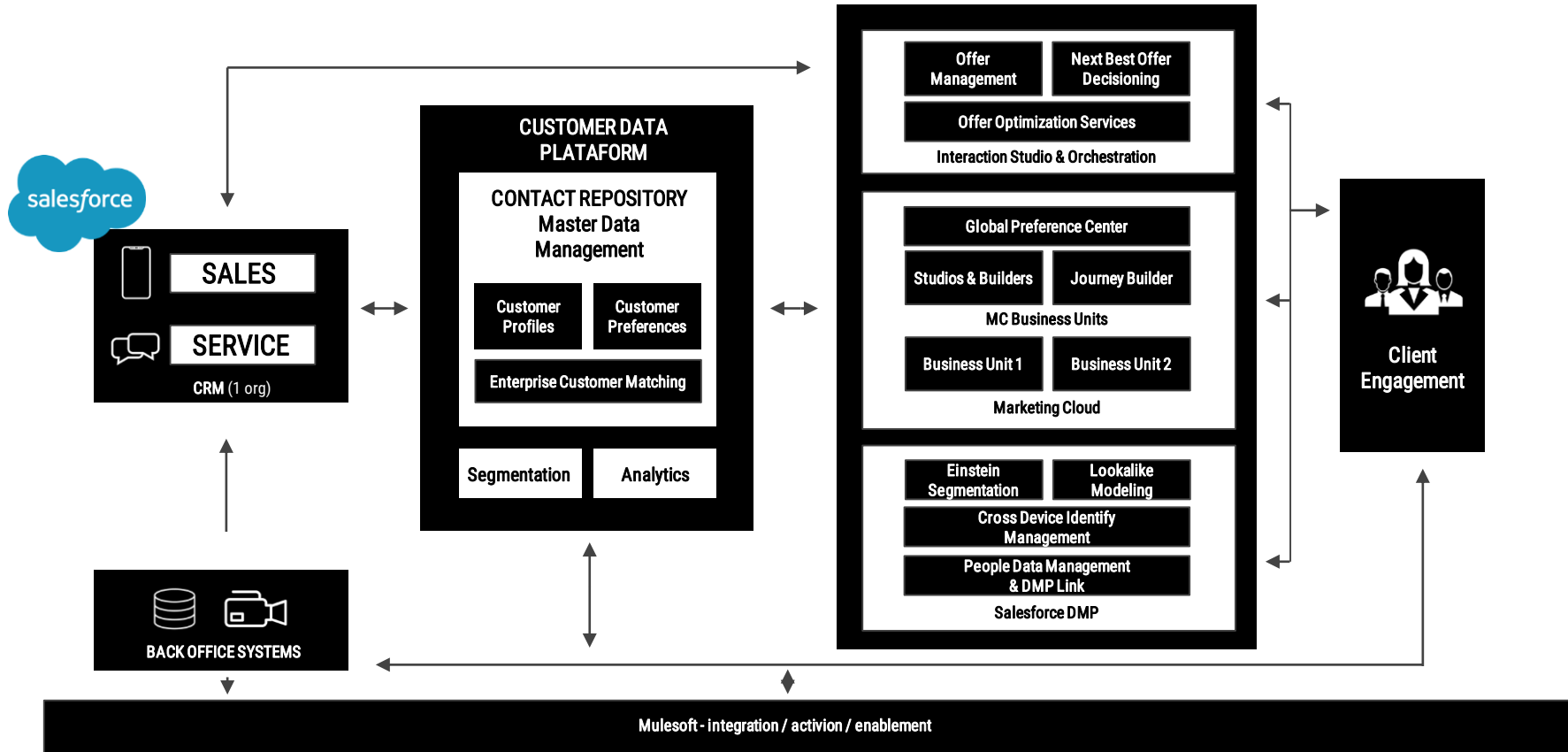
"HOW DO I PRIORITIZE THE EXPENSE?"

""HOW THE TEAM SHOULD BE STRUCTURED?"

"WHICH KPI'S SHOULD I MESURE?"

MARTECH FIVE LAYERS - WITH A SALESFORCE VISION

CHANNELS
(Online & Offline)

| Web | Mobile | Email | Social | Kiosks | Call Center | Ads | CRM / APIs |

4 **ACTIVATION**
- Ad Studio
- Social Studio
- Email Studio
- Pardot
- CloudPages
- Communities
- Service Cloud
- Mobile Studio
- Interaction Studio

3 **DECISIONS TAKING**
- Interaction Studio
- Audience Builder
- Journey Builder
- Predictive Intelligence (Einstein)
- Einstein Next-Best-Action
- Datorama
- Pardot

2 **360° VISION**
- Marketing Cloud (Costumer 360)
- Sales/Service Cloud
- Datorama

1 **DATA COLLECTION**
- DMP
- Customer Data Platform (CDP)
- Marketing Cloud Data Extension

RESULTS MESURES
- Datorama
- Tableau
- Connectors

Consumer Profile | Accounts and Transactions | Channel Behaviour | Events in real time | Data Reference | Marketing Operation | Marketing Performance

STRUCTURE TO ENABLE AND ACTIVATE THE MARTECH/ADTECH

STRUCTURE AND DESIGN A MARKETING STRATEGY

PLATFORM SETUP

OPERATION AND ACTIVATION

PLAN	BUILD	OPERATIONS	INNOVATION
Analise	Data Lake	Team Building	Continuous Evolution
Idealize	Commerce	Outsourcing or	
Quantify	Marketing Cloud	In house	
	Integration	Treinamentos	

BUSINESS

TECHNOLOGY

CREATIVE

CASES OF USE IN PROJECTS THAT DETERMINE THE REQUIREMENTS OF CAPACITY AND ROADMAP

CASES

**GENERAL - Planning and functional proposal
SPECIFIC - Proposal for technical development.**

Example: "As a marketer, I need to create DMP segments by merging 1st party data with 3st party data."

CAPABILITY REQUIREMENTS

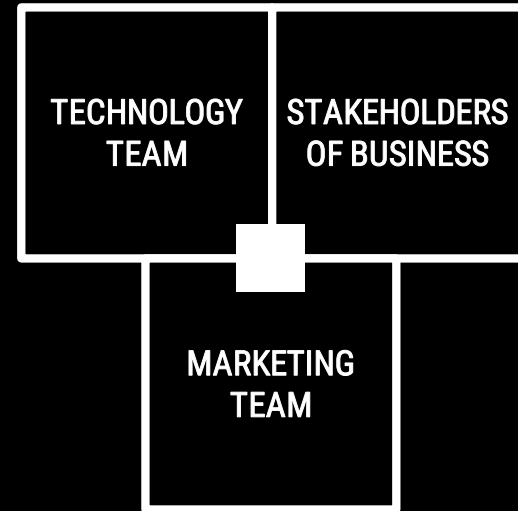Example: Modeling Sales Cloud data and submitting to Audience Studio (DMP).

ROADMAP

Example: Consider initially a use case in MVP vs generated value. Enable the adjustment of the development structure with the feedback from customers and employees.
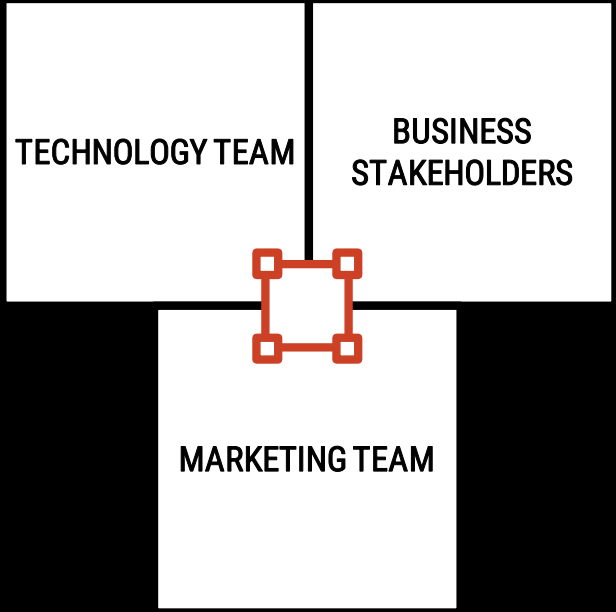
FROM:
SECLUDED TEAMS
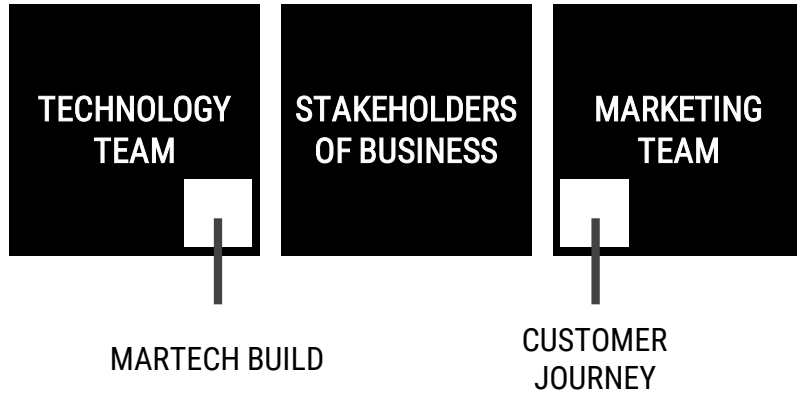
TO:
MULTI FUNCTIONAL TEAMS

TECHNOLOGY TEAM

STAKEHOLDERS OF BUSINESS

MARKETING TEAM

MARTECH BUILD

CUSTOMER JOURNEY

TECHNOLOGY TEAM

STAKEHOLDERS OF BUSINESS

MARKETING TEAM
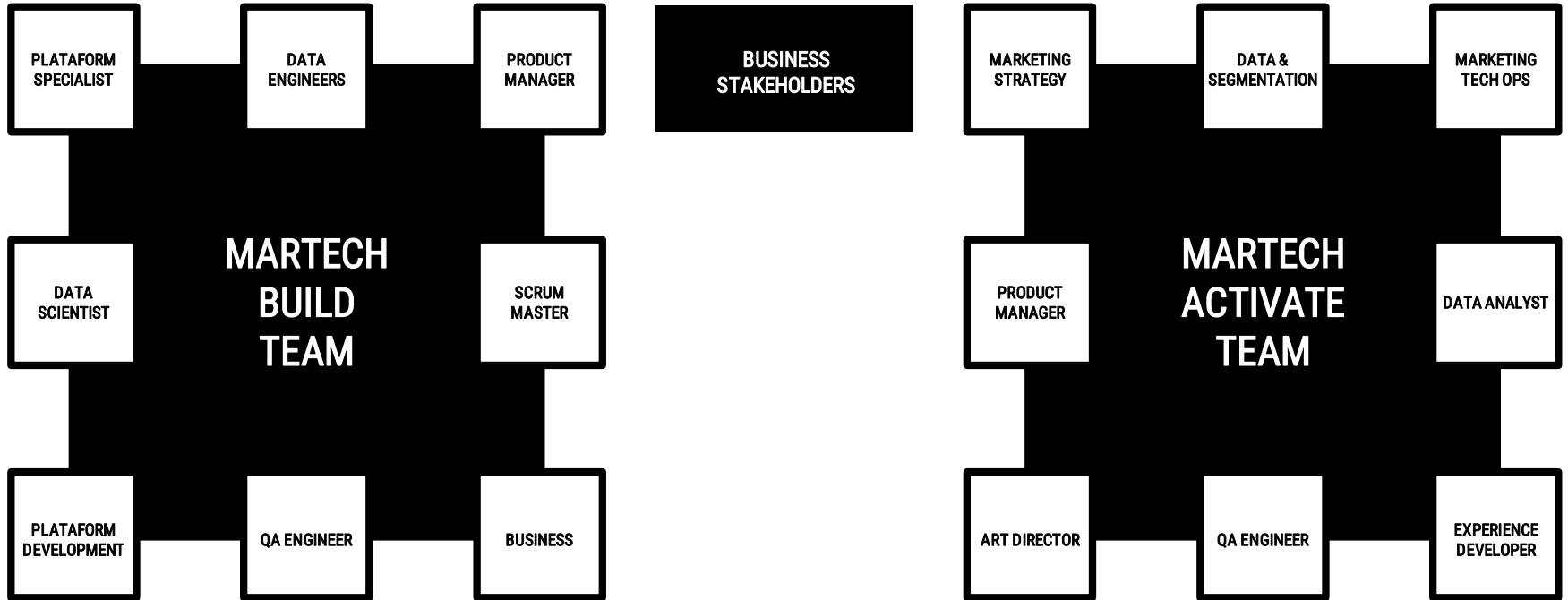
TECHNOLOGY TEAM

BUSINESS STAKEHOLDERS

MARKETING TEAM

MARTECH CONDUCTION COMMITTEE

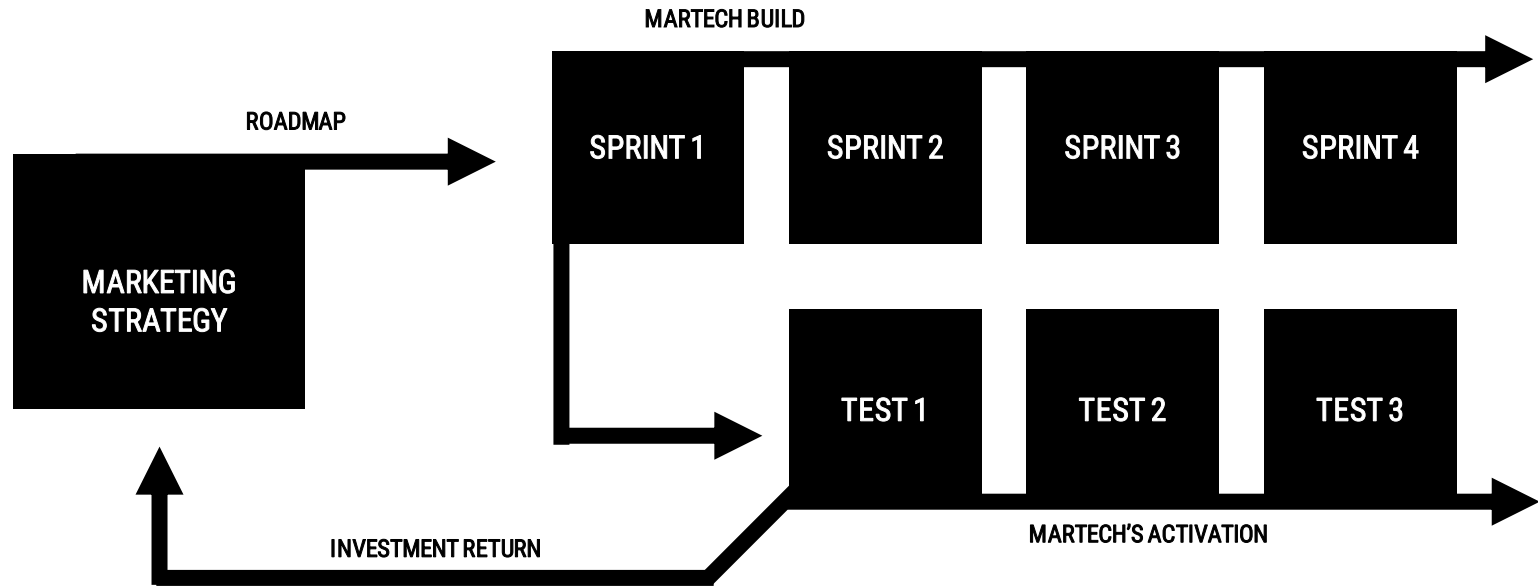Capacity to evolve with the Roadmap

Martech future architecture

Scope well defined and trailed

TODAY'S PERSONALIZED EXPERIENCE REQUIRES FUNCTIONAL TEAMS CROSSED WITH A SINGLE FOCUS TO IMPROVE THE CLIENT'S EXPERIENCE

PLATAFORM SPECIALIST	DATA ENGINEERS	PRODUCT MANAGER

BUSINESS STAKEHOLDERS

MARKETING STRATEGY	DATA & SEGMENTATION	MARKETING TECH OPS

DATA SCIENTIST	**MARTECH BUILD TEAM**	SCRUM MASTER

PRODUCT MANAGER	**MARTECH ACTIVATE TEAM**	DATA ANALYST

PLATAFORM DEVELOPMENT	QA ENGINEER	BUSINESS

ART DIRECTOR	QA ENGINEER	EXPERIENCE DEVELOPER

HOW WE WORK

+

1 Doing

2 Emotion

3 Pillow and upsell opportunities

4 Customer Challenges

5 Insights

6 Touch-Points

PROGRAMME MANAGER

+

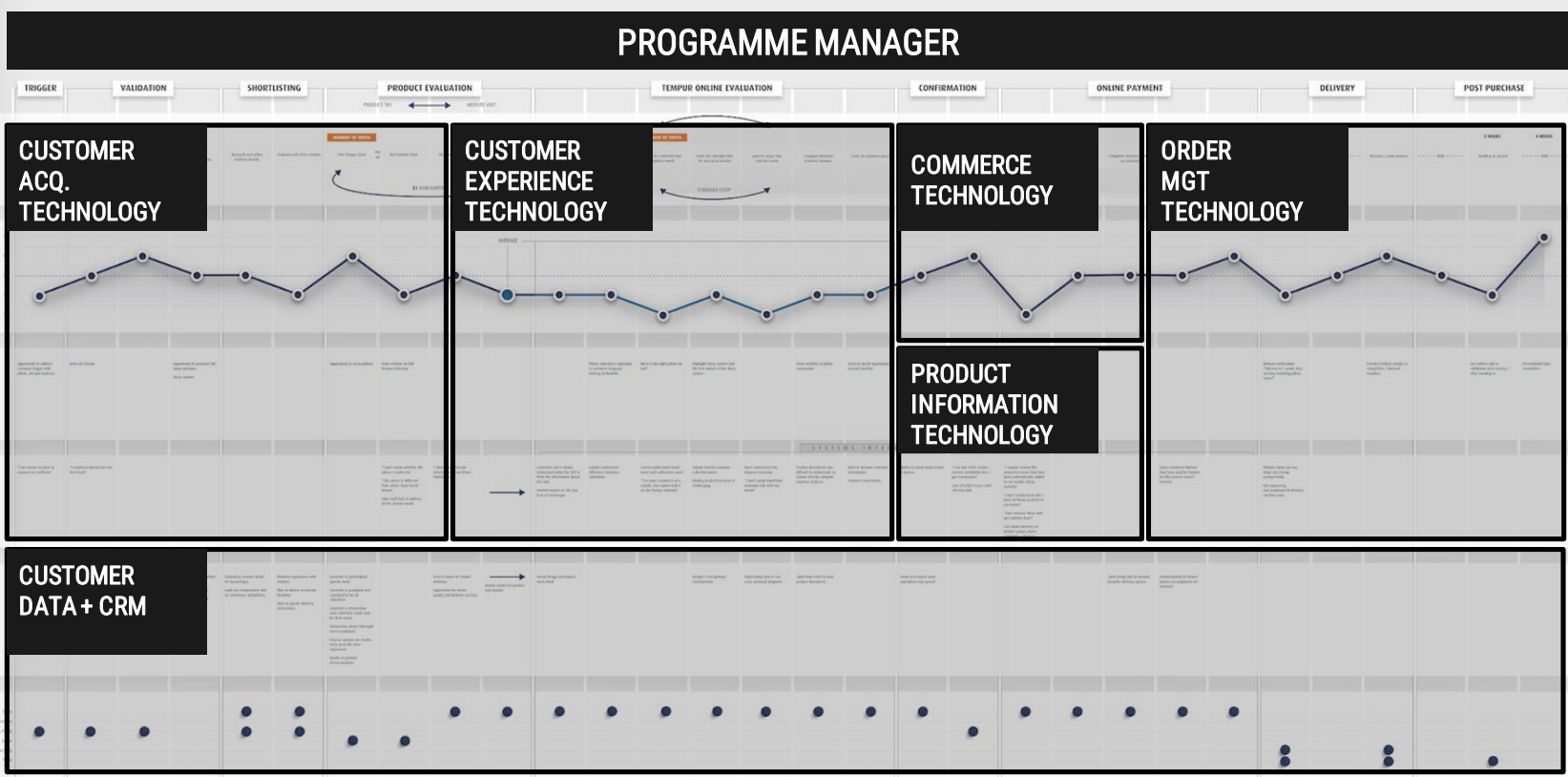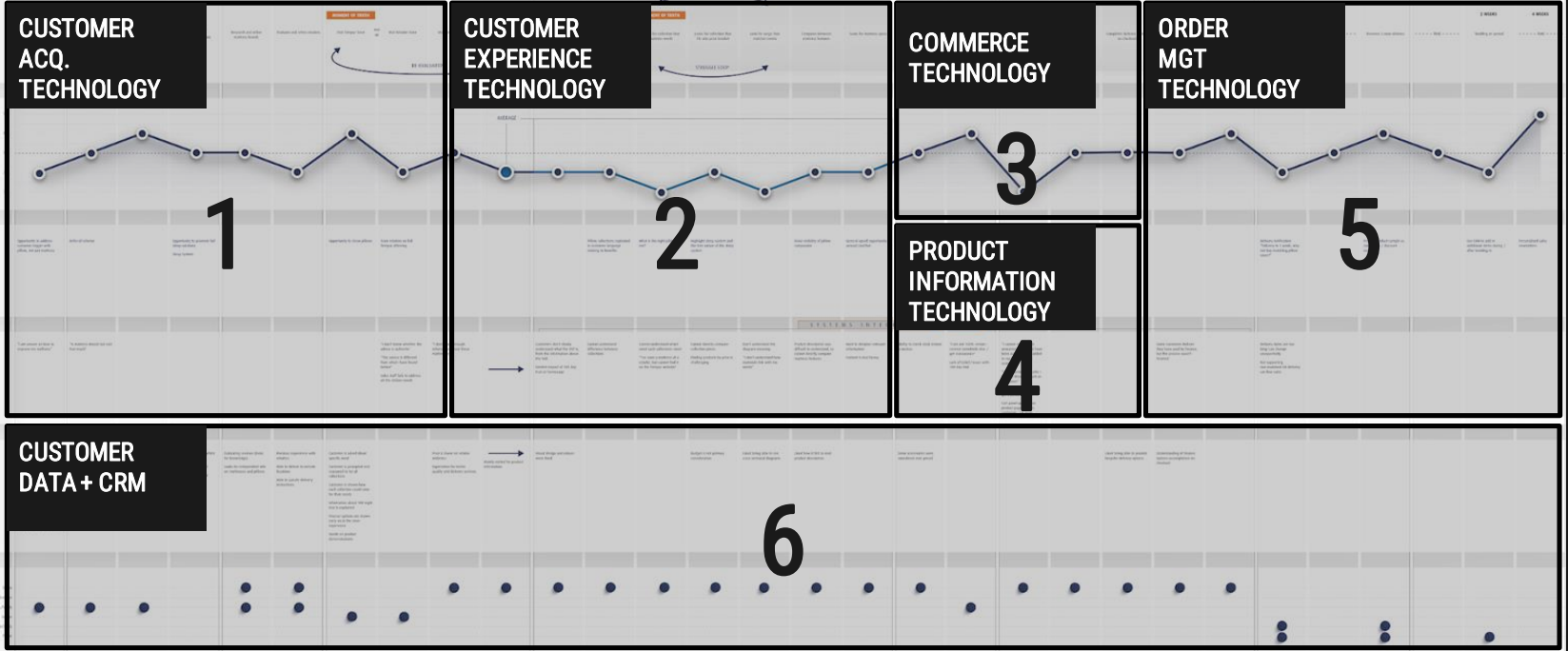**PROGRAMME MANAGER**

TRIGGER   VALIDATION   SHORTLISTING   PRODUCT EVALUATION   TEMPUR ONLINE EVALUATION   CONFIRMATION   ONLINE PAYMENT   DELIVERY   POST PURCHASE

1 Doing

CUSTOMER ACQ. TECHNOLOGY

CUSTOMER EXPERIENCE TECHNOLOGY

COMMERCE TECHNOLOGY

ORDER MGT TECHNOLOGY

2 Emotion

3 Pillow and upsell opportunities

4 Customer Challenges

PRODUCT INFORMATION TECHNOLOGY

1

2

3

4

5

5 Insights

CUSTOMER DATA + CRM

6

6 Touch-Points

PREPARE
DESIGN

BUILD
DEPLOY

+

+

PROJECT: STRATEGY & DEVELOPMENT

ON GOING

PREPARE	DESIGN	BUILD	DEPLOY

KNOWLEDGE TRANSFER

Goals and Expectations Alignment;
.Understanding of the Business Model;
.Ecosystem Analysis of Technology;
.Analysis of Digital Assets;
.Database Analysis;
.Defining Goals and KPIs.

DISCOVERY & PLANNING

.Personas Creations and drawing of the Journeys;
.Communication Plan Definition;
.Data Flow Definition;
.Integrations Scope;
.Operational Flows Definition (day to day);
.Teams and governance structure.

HANDS-ON

.Account Configuration;
.Data Modeling;
.Solution Setup;
.Integrations (API or FTP);
.Creation of Data Extensions;
.Creation of Automation and Workflows;
.IP heating;
.Creation of the First Days;
.Customer training in the solution;

GO-LIVE & MANAGEMENT

.Activation and Creation of New Journeys;
.KPI monitoring;
.Automation, Maintenance and Evolution of the Journeys;
.Daily Broadcast Operation and Segmentations;
.A / B Testing Routines and Optimizations;
.First level of solution support - Salesforce;

Work between the client and Enext of mapping and surveying all features and functions to ensure a good experience for the client. We ready have mapped:

- **60** items in **CRM**
- **76** items in **CRO**
- **38** items in **SEO**

Each item rated follow the same criteria where the score is from **0** to **2**, according to Enext's experience considering:

2 - Mature, 1 - Insufficient / Improvement, 0 - None

## Defining Integrations and Data Flow according to communication strategy

The second phase of Enext's methodology is to develop the communication strategy and adapt it to the construction of the days.

In order for the integration of marketing and technology to happen, once the people are defined and the journeys created, it is necessary to understand the entire structure of websites, APIs and integrations necessary for the information to flow correctly and so that we can execute the consumer experience in a unique way.

At this moment we divided the application and development of the CRM actions in the segmented actions, in the automated relationship rules, in the actions based on RFV and in the personalized actions, and we set up the roadmap and schedule of implementation of the journeys, besides the design of the new flow and processes of work required.

CLIENTE

SERVIÇOS

WEB SERVICE

FLAT FILE

NAVEGAÇÃO

PEDIDOS

CLICKS

ABERTURAS
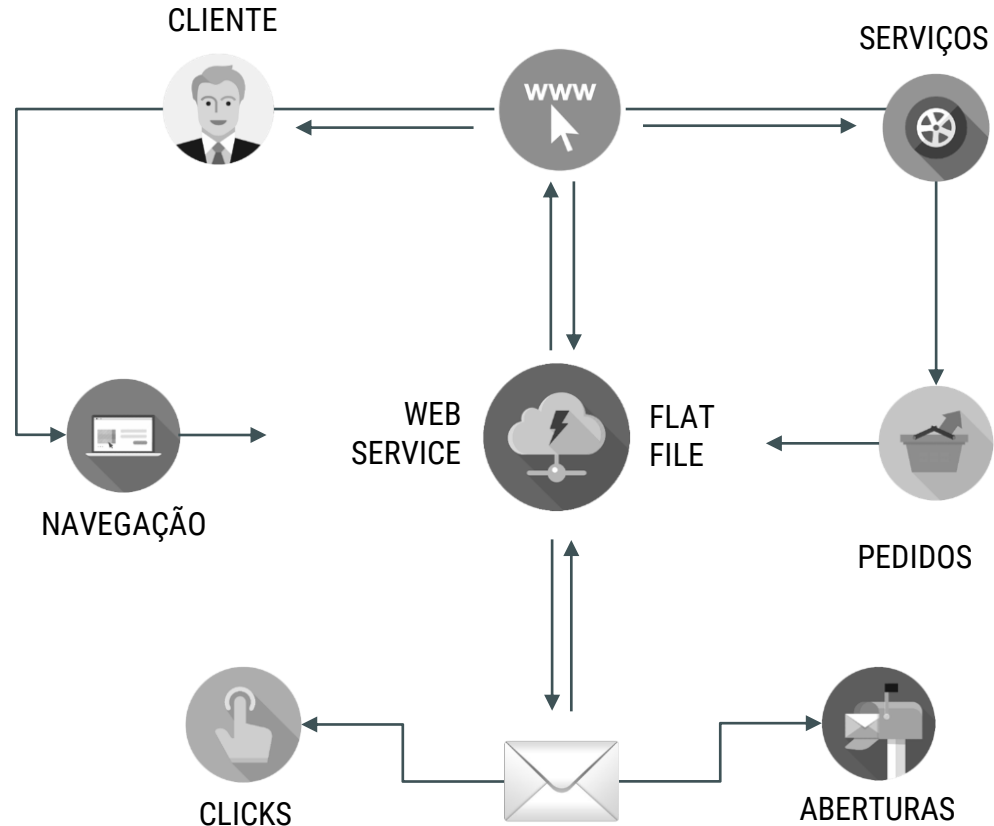
BUILDING A CUSTOMER JOURNEY BUILDER
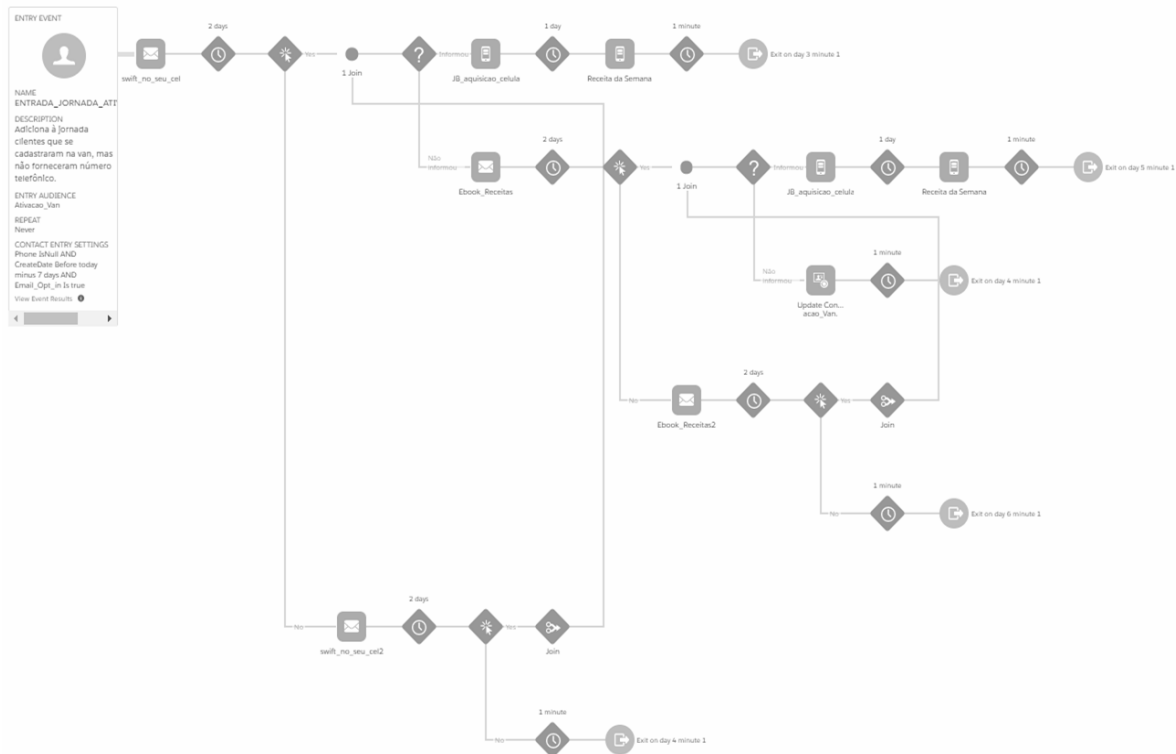
The third phase consists of the implementation and operation of the designed solution.

At this point, the databases will be created and our programming team will develop the integrations and tasks necessary for the journeys to perform as expected. At this time it is vital to follow all data policies to ensure the integrity and security of the information.

The pieces of communication will be created and the journeys will be automated and programmed in the tool, joining the technical part with the marketing.

At the end of this stage, the project is fit for Go-live and it is fundamental that the whole team is aligned. Since digital projects involve major impacts, Enext prepares training for all involved to enable them in the solution and ensure that the flows and processes that will be implemented are followed.

METHODOLOGY - **DEPLOY**

The fourth step of the Enext methodology is the maintenance of the implemented solution and the continuous evolution through the analysis of the indicators defined in the preparation phase.

The communication and editorial plan constantly changes to adapt to the realities of the business and needs to be constantly monitored to have immediate answers and for the result to be delivered.

At this stage we help the client team with the scheduling of shots, maintenance of the campaigns, updating of the rules, production of the content, production of the HTMLs, creation of Landing Pages for promotional campaigns. AB test and strategic follow-up of the KPIs with suggestions for changes and improvements, in addition to the training and continuous evolution of the client team.

KPIS MONITORING THROUGH ENEXT MANAGEMENT DASHBOARD

HOW WE WORK

CASES

+

enext X PERSONAS

SKIN Ceuticals
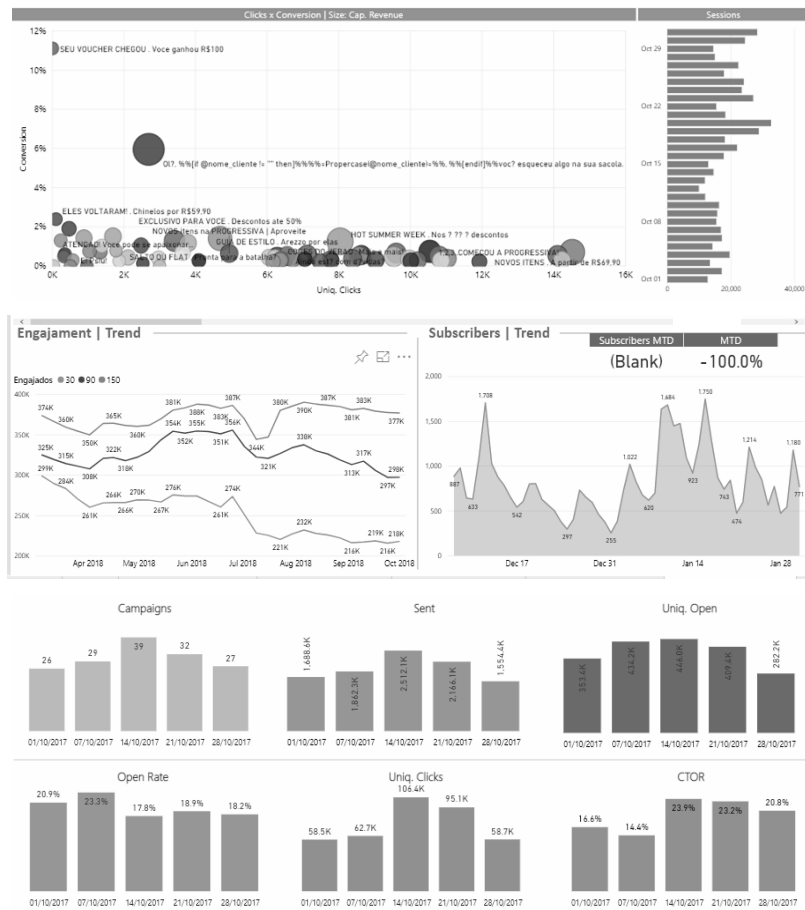
Larissa, 27 years.
Awareness

Maria, 29 years.
Relationship

Izabela, 27 years.
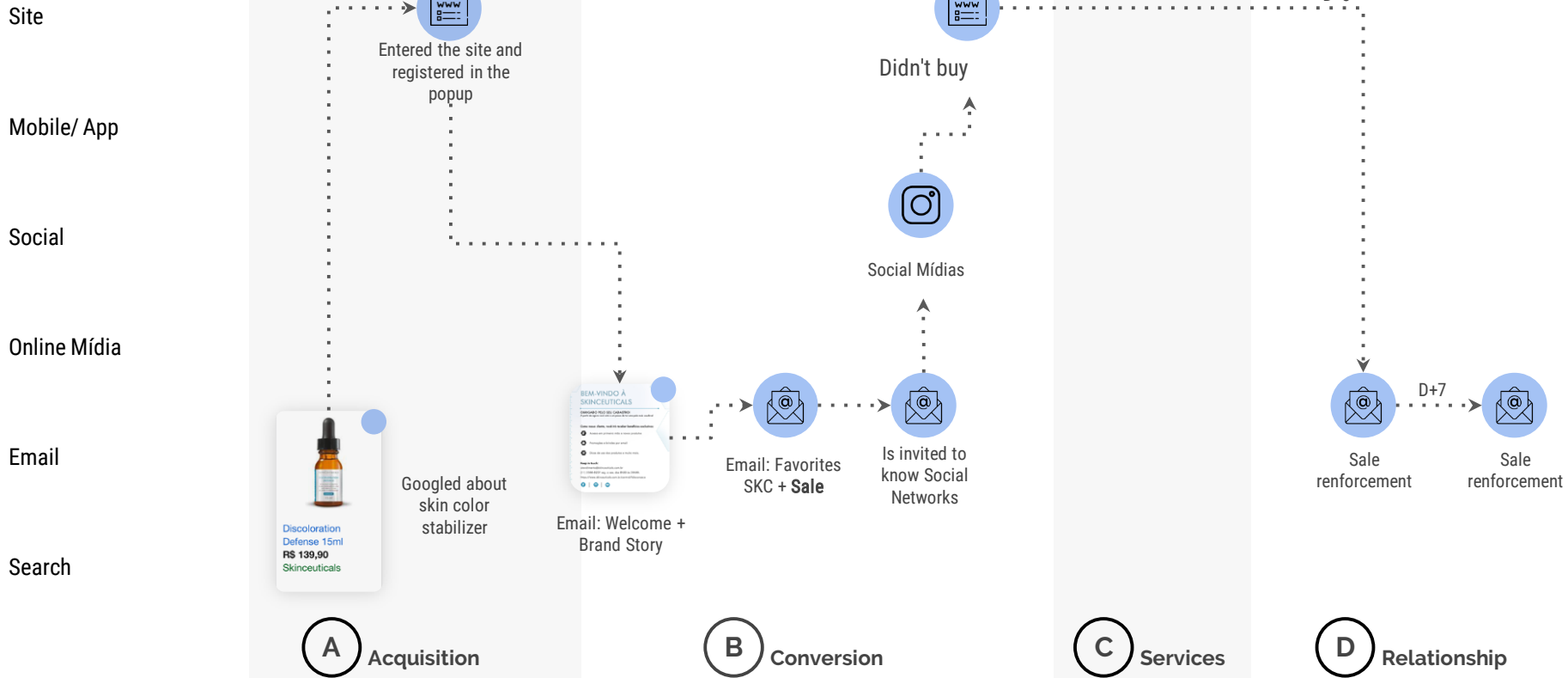Interest
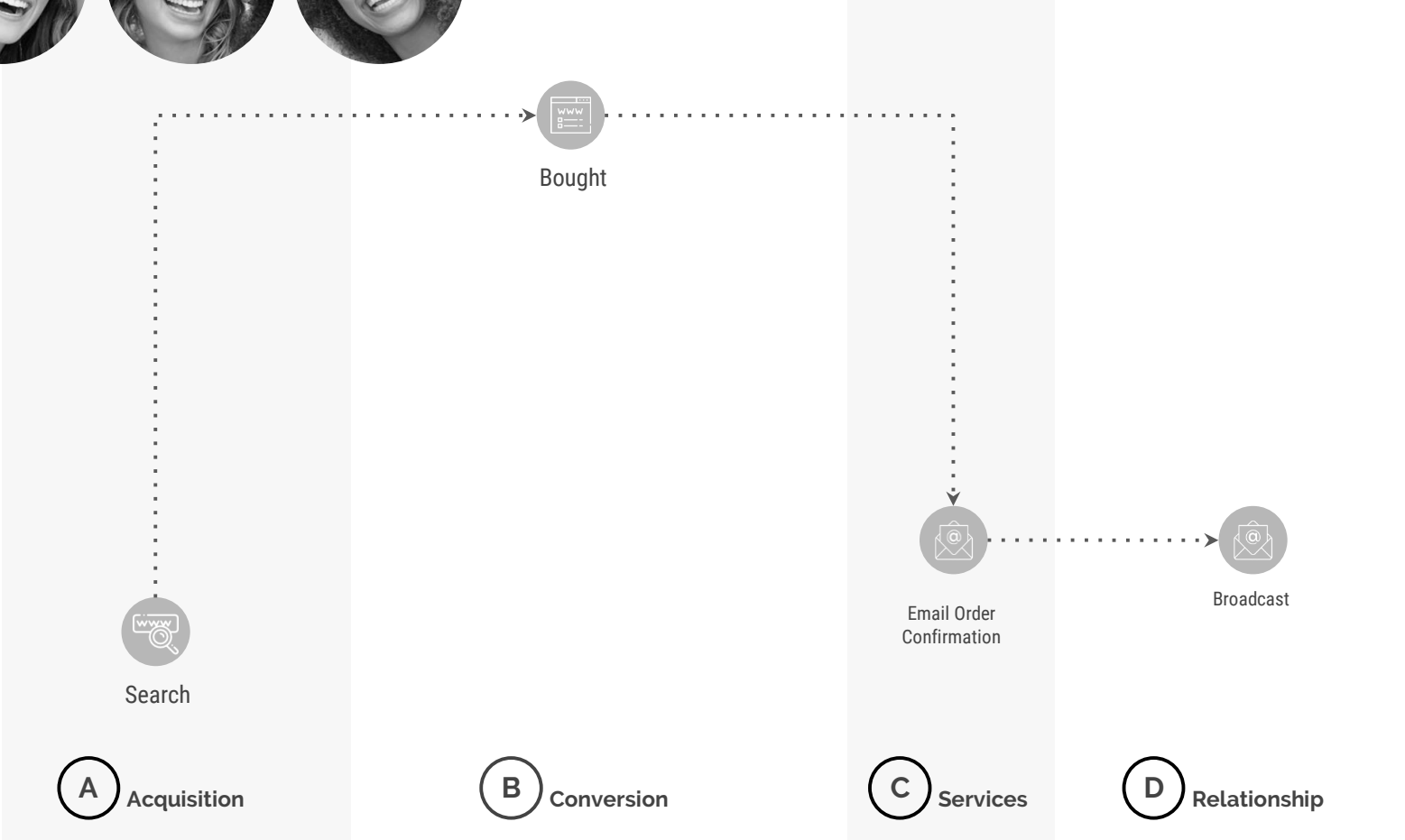
Objetivo: Awareness
Larissa, 27 years.

Sales Management
Lives in Rio de Janeiro.
Likes fashion and always being well dressed.

Likes to travel with friends.
Values knowledge.
Searches before buying

SKIN CEUTICALS

Site

Mobile/ App

Social

Online Mídia

Email

Search

Entered the site and registered in the popup

Didn't buy

D+3

Social Mídias

Googled about skin color stabilizer

Discoloration Defense 15ml
R$ 139,90
Skinceuticals

Email: Welcome + Brand Story

Email: Favorites SKC + **Sale**

Is invited to know Social Networks

Sale renforcement

D+7

Sale renforcement

A Acquisition

B Conversion

C Services

D Relationship

SKIN CEUTICALS

Objetivo: Relationship
Maria, 29 years.

Psychologist.
Lives in São Paulo.
Likes to go out to dinner and drink wine with her boyfriend.

Loves subjects about decorations.
Values personal care and is always attuned to it.

Site

Mobile/ App

Social

Online Mídia

Email

Busca

Browse the site, look at the reviews and decide to buy a HA

Purchase and allow to receive communication

Impacted by Instagram apps and site access

post purchase email

OBRIGADO POR COMPRAR CONOSCO!

SAIBA O QUE ESTÁ LEVANDO:

Receive email: Welcome + Usability with dynamic content

post purchase email

A Acquisition

B Conversion

C Services

D Relationship

Skin Ceuticals

Objetivo: Interest
Izabela, 27 years.

Product manager.
Lives in Curitiba.
Likes to bike and to walk outside.

Likes to be in contact with the environment.
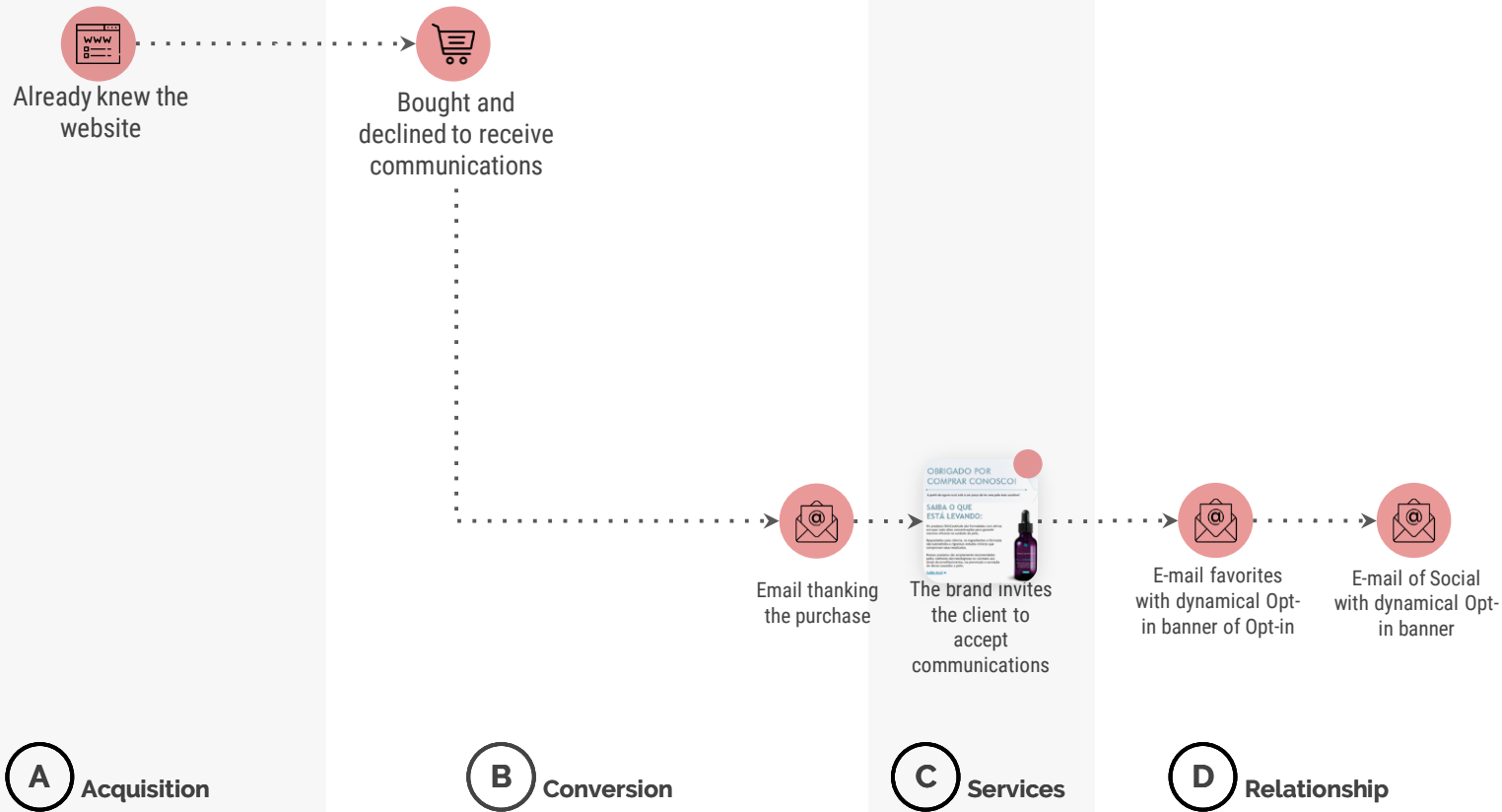Values her privacy and personal independence.
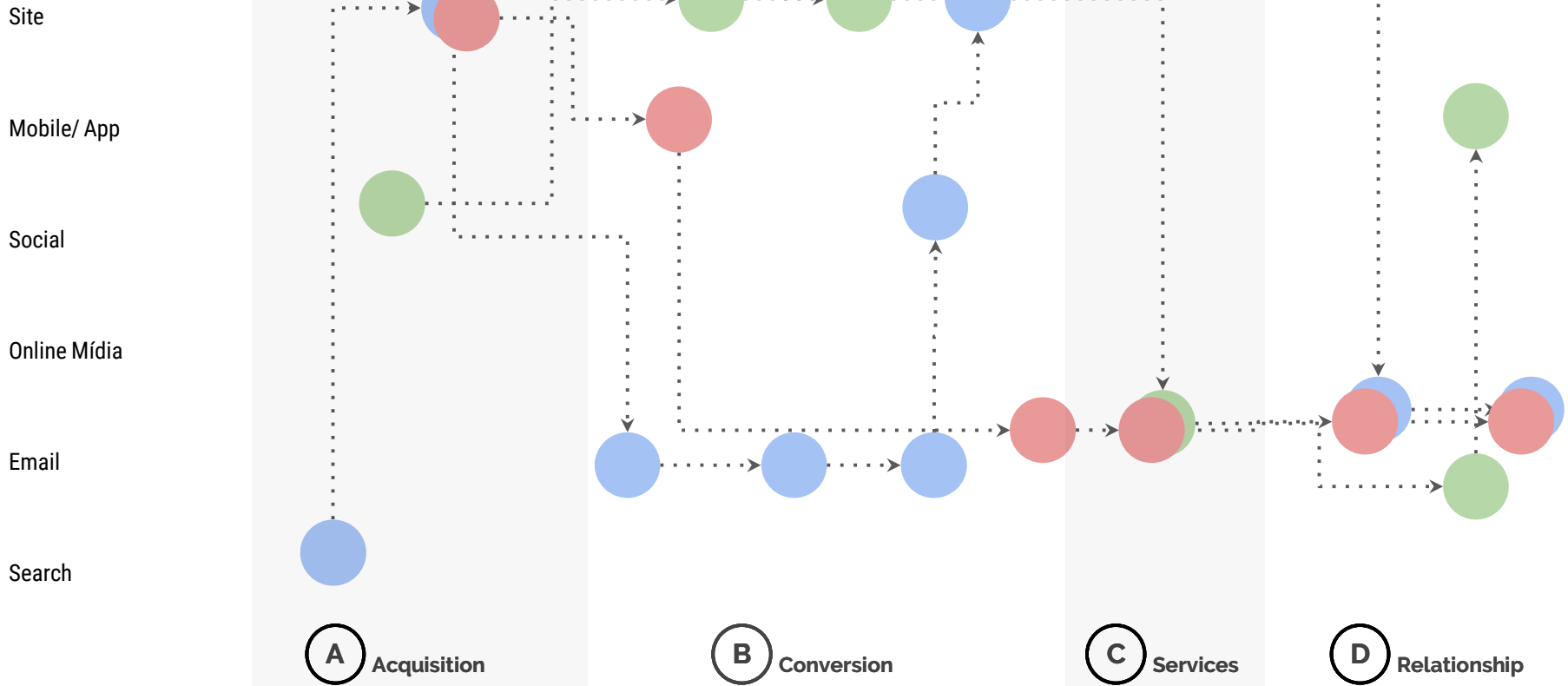
Site

Mobile/ App

Social

Online Mídia

Email

Search

Already knew the website

Bought and declined to receive communications

Email thanking the purchase

The brand invites the client to accept communications

E-mail favorites with dynamical Opt-in banner of Opt-in

E-mail of Social with dynamical Opt-in banner

A Acquisition

B Conversion

C Services

D Relationship

Custom Journey Orchestration

THANK
YOU

enext
A WPP COMPANY