

enext

A WPP COMPANY

2008

CONSULTING

2011

SALESFORCE MARKETING CLOUD



2008 — 2011
CONSULTING — SALESFORCE



2012

VTEX | SAP HYBRIS

SAP Hybris (v)



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

ORACLE®
Commerce Cloud

ORACLE®
maxymiser®

2017

ORACLE | COMMERCE CLOUD | MAXYMISER | RESPONSY | ELOQUA

ORACLE®
RESPONSY

ORACLE®
eloqua

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GOOGLE | FACEBOOK
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2017
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WPP

WPP

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2017
ORACLE
WPP

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

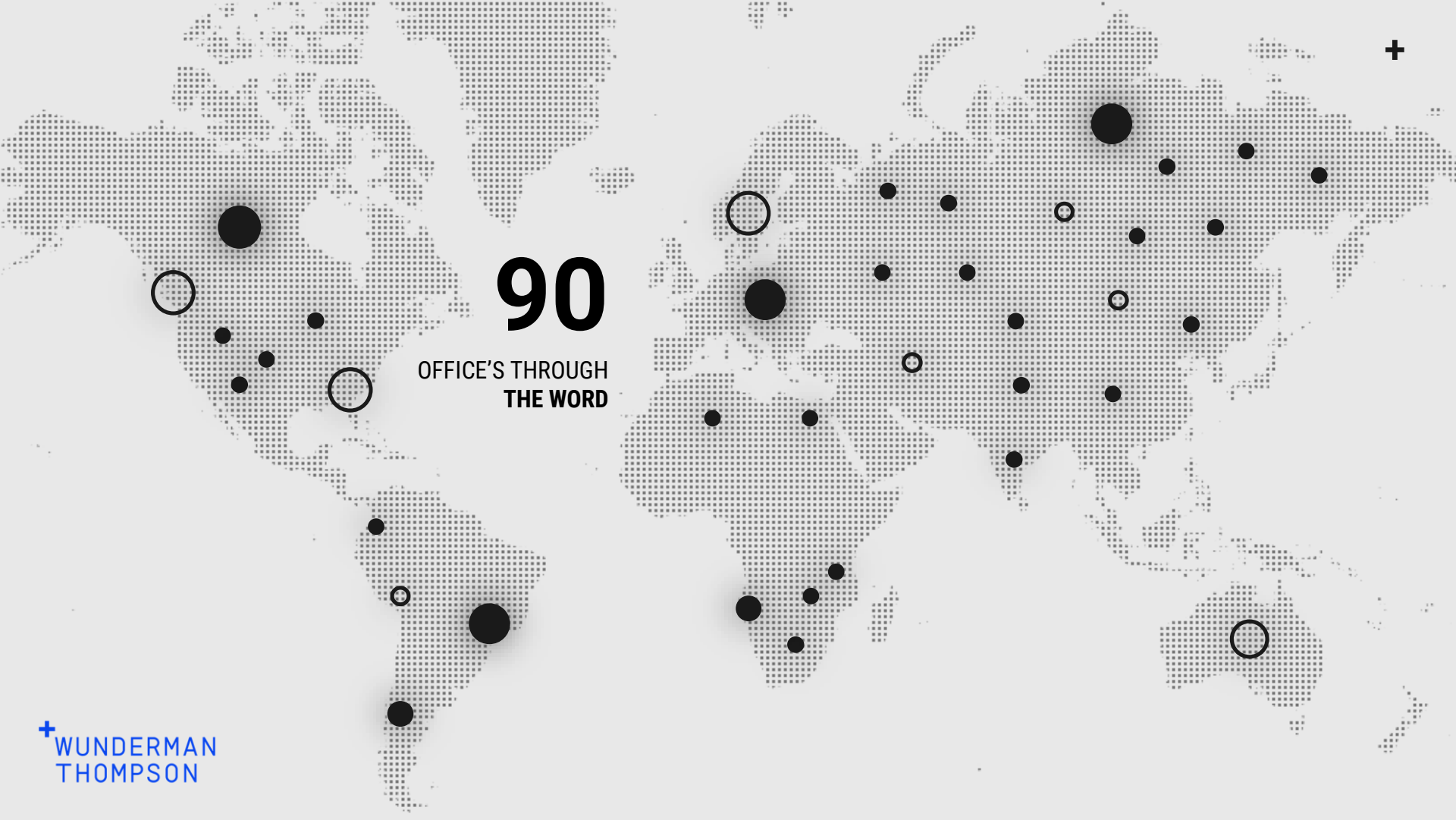
+ WUNDERMAN
THOMPSON

2018

SALESFORCE | DATORAMA | DMP | COMMERCE



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



90

OFFICE'S THROUGH
THE WORD

LIDER

LIDERANÇA

RANCA







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.

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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.

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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

OUR

PEOPLE

PEOPLE

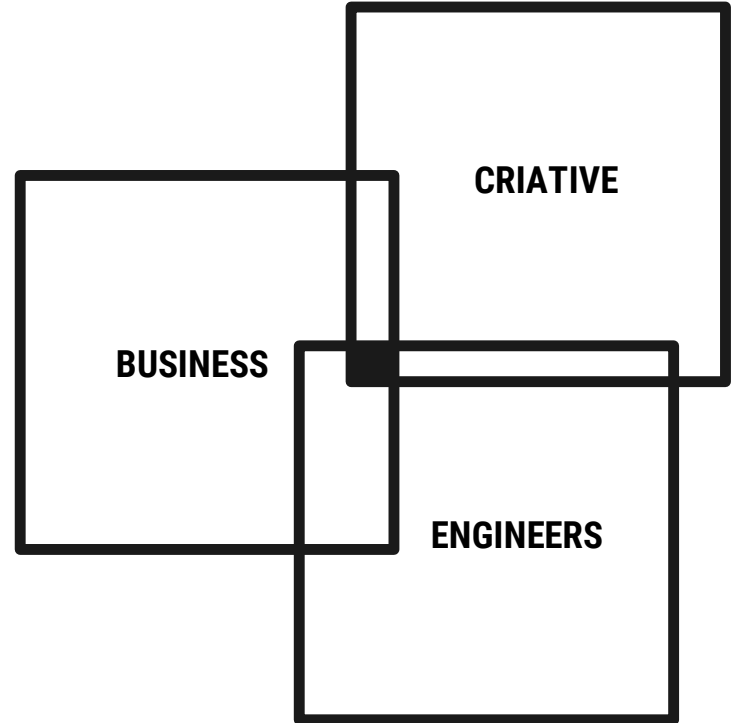


**Great
Place
To
Work[®]**

**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.



OUR

CLIENTS

CLIENT



NESPRESSO

oBoticário

C6 BANK

 **BASF**
The Chemical Company

DIAGEO

AVON




Pernod Ricard
Créateurs de convivialité

SEPHORA

L'ORÉAL
PARIS

BLACK+
DECKER


Unilever

 Santander


YAMAHA

 NOVARTIS

THE
NORTH
FACE

getnetⁱⁱⁱ
Uma empresa Santander

OSKLEN

 Suvinil

Swift

CEMO

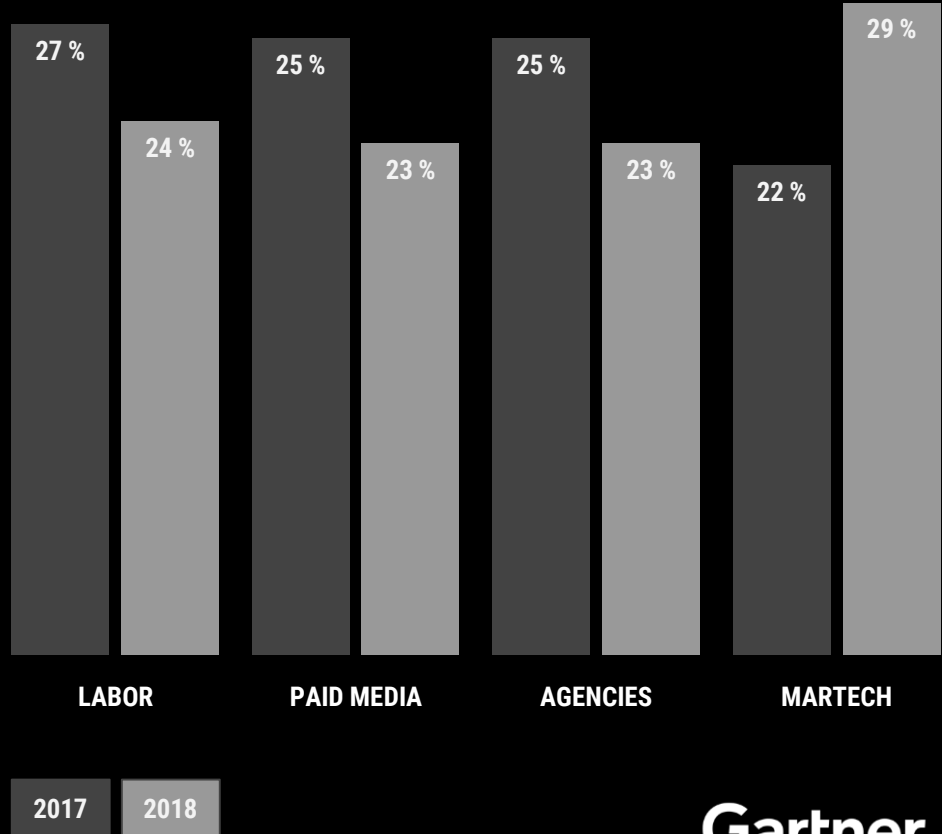
TECHNOLOGY FOR MARKETING AND COMMERCE

SPEED



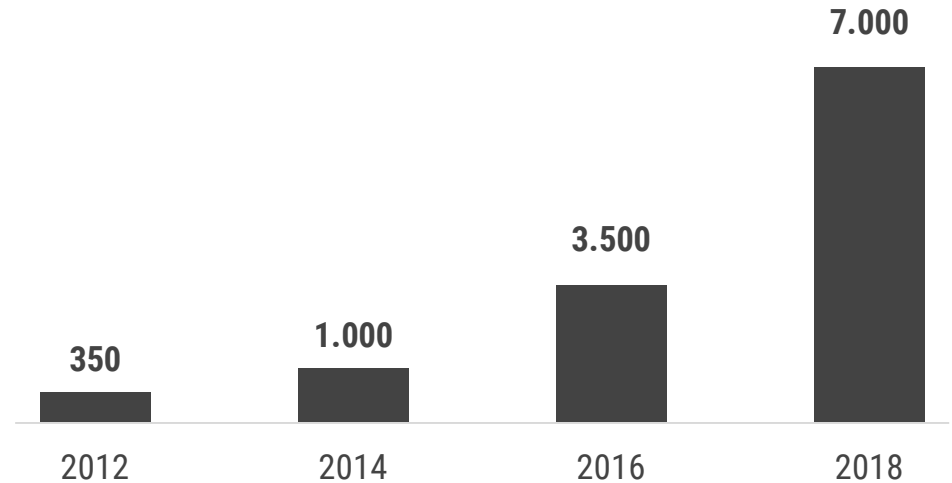


THE MONEY IS GOING TO THE MARTECH'S





THE INDUSTRIES CONTINUE TO GROW



2019 Marketing Technology Media



THE BIG PLAYERS CONTINUE TO EVOLVE


salesforce

Salesforce has been making acquisitions
to enhance its DX capabilities

BRAND ENGAGEMENT

krux

BUDDY  MEDIA


 RelateIQ

DIGITAL E-COMMERCE

 demandware
move faster, grow faster

 cloudcraze
A Salesforce Company

DATA MANAGEMENT

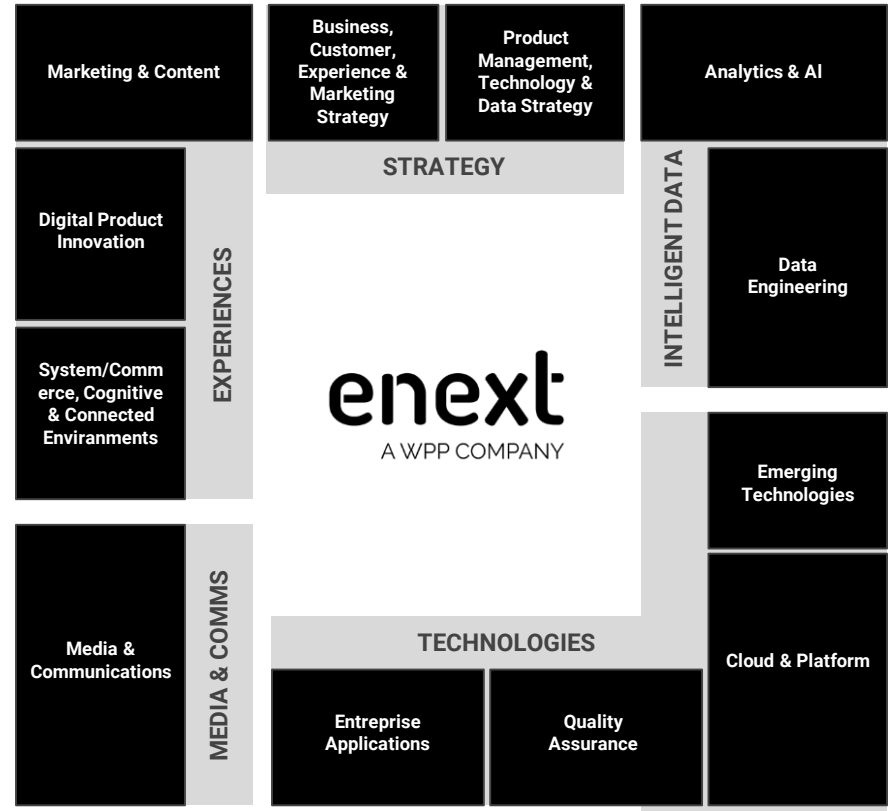
 + a b | e a u

 MuleSoft

 datorama
A Salesforce Company



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





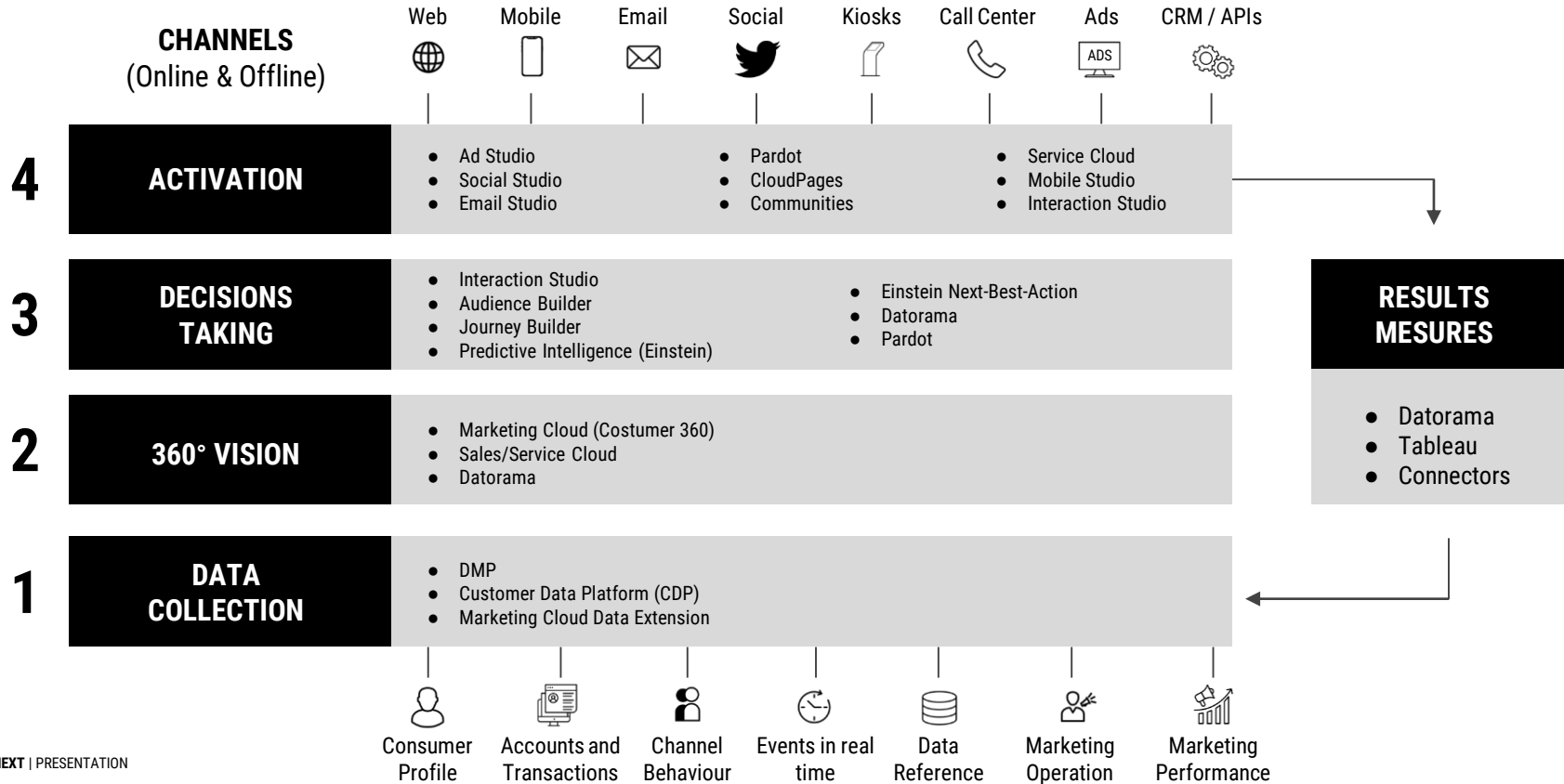
**MARKETERS ARE
CHALLENGED TO
DECIDE WHAT
PLATFORM TO USE,
OPERATE IT AND AT
THE SAME TIME
GENERATE RESULTS
FOR THE BUSINESS**

**"HOW DO I
PRIORITIZE
THE
EXPENSE?"**

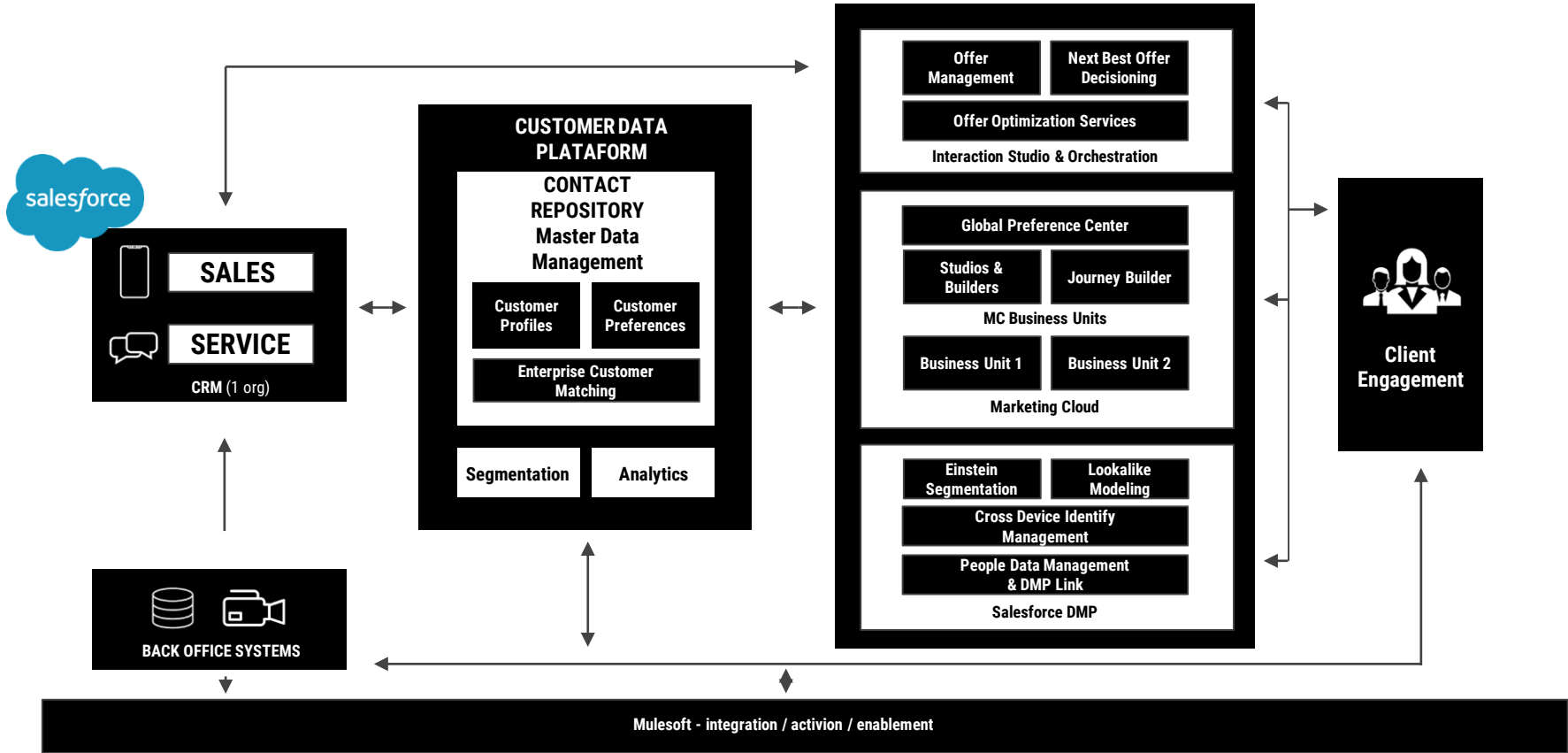
**“HOW THE
TEAM SHOULD
BE
STRUCTURED?”**

**“WHICH KPI'S
SHOULD I
MESURE?”**

MARTECH FIVE LAYERS - WITH A SALESFORCE VISION



THE LINES ARE AS IMPORTANT AS THE BOXES





STRUCTURE TO ENABLE AND ACTIVATE THE MARTECH/ADTECH

STRUCTURE
AND DESIGN A
MARKETING
STRATEGY

PLATFORM
SETUP

OPERATION
AND
ACTIVATION

PLAN

Analise
Idealize
Quantify

BUILD

Data Lake
Commerce
Marketing Cloud
Integration

OPERATIONS

Team Building
Outsourcing or
In house
Treinamentos

INNOVATION

Continuous Evolution

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."

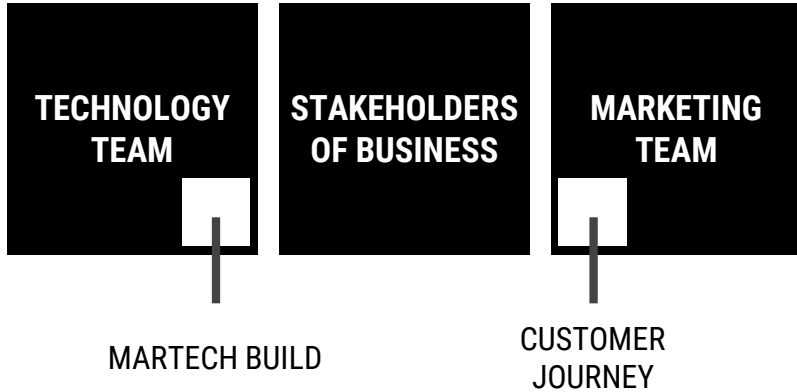
CAPABILITY REQUIREMENTS

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

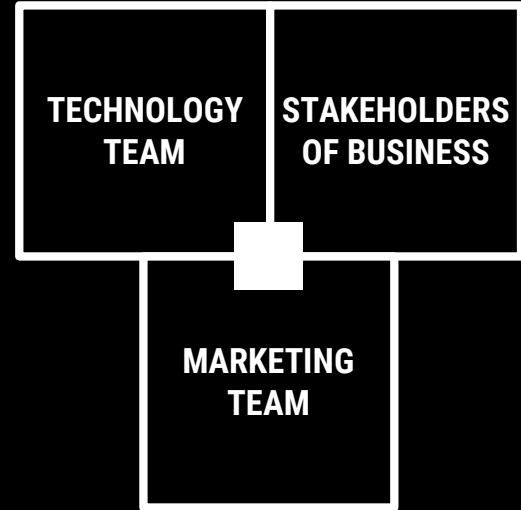
ROADMAP

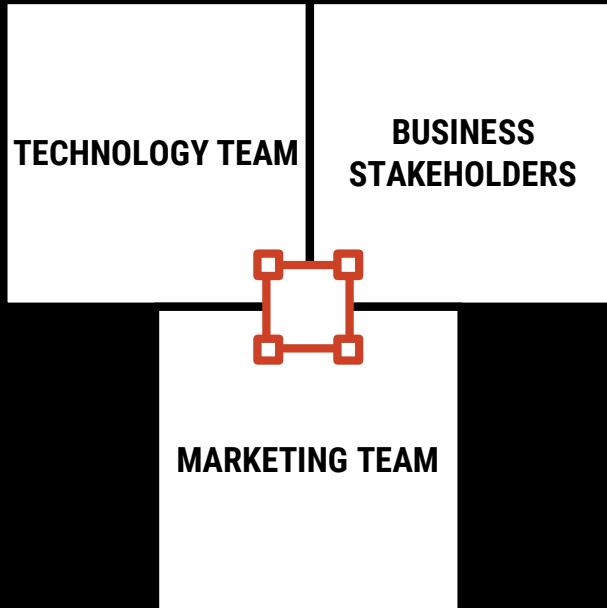
Example: Consider initially a use case in MVP vs generated value. Enable the adjustment of the development structure with the feedback from customers and employees.

FROM:
SECLUDED TEAMS



TO:
MULTI FUNCTIONAL TEAMS





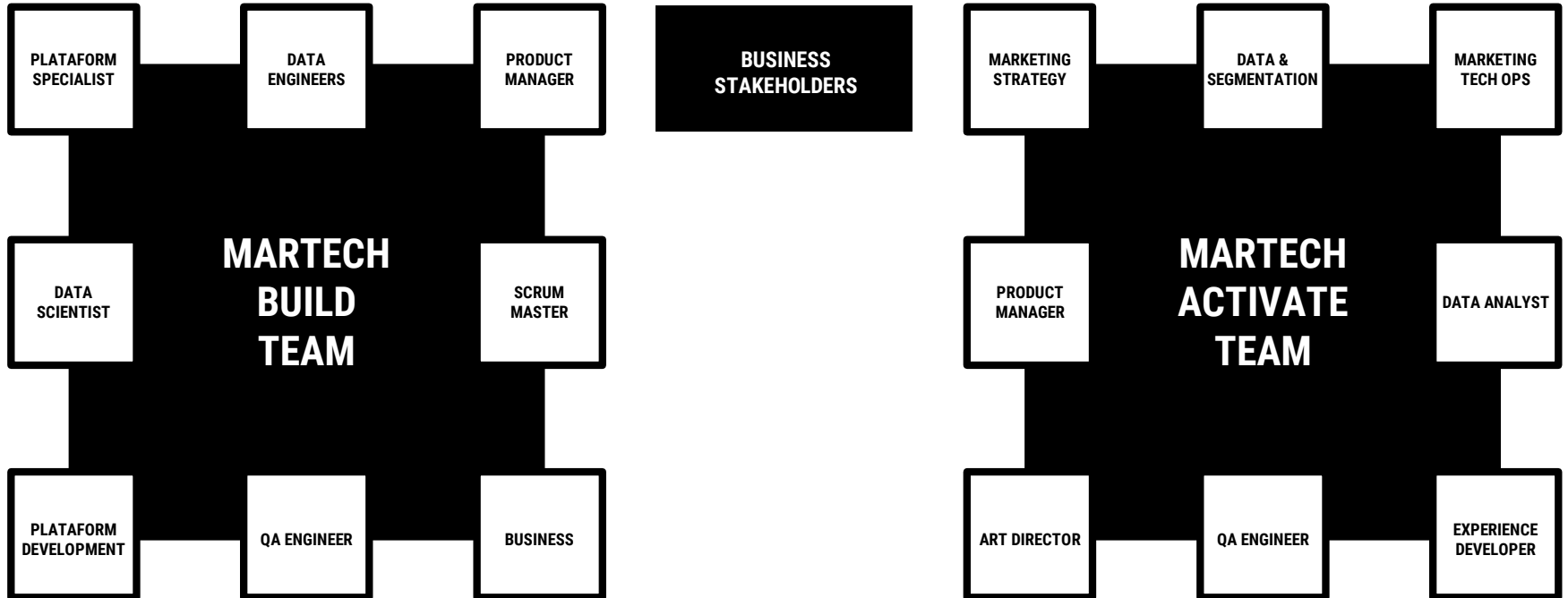
**MARTECH
CONDUCTION
COMMITTEE**

Capacity to evolve with the Roadmap

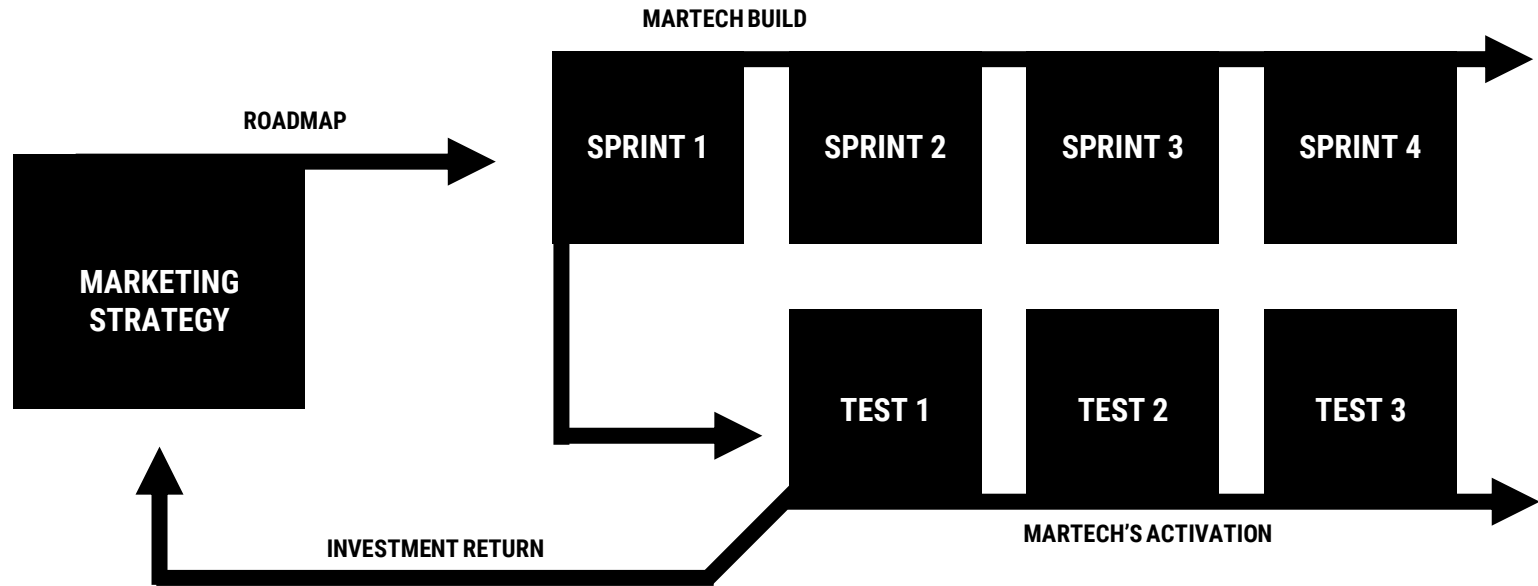
Martech future architecture

Scope well defined and trailed

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



AN AGILE APPROACH TO GETTING RESULTS EFFICIENTLY



HOW

WE

WORK

HOW WE WORK





1

Doing

2

Emotion

3

Pillar and upsell opportunities

4

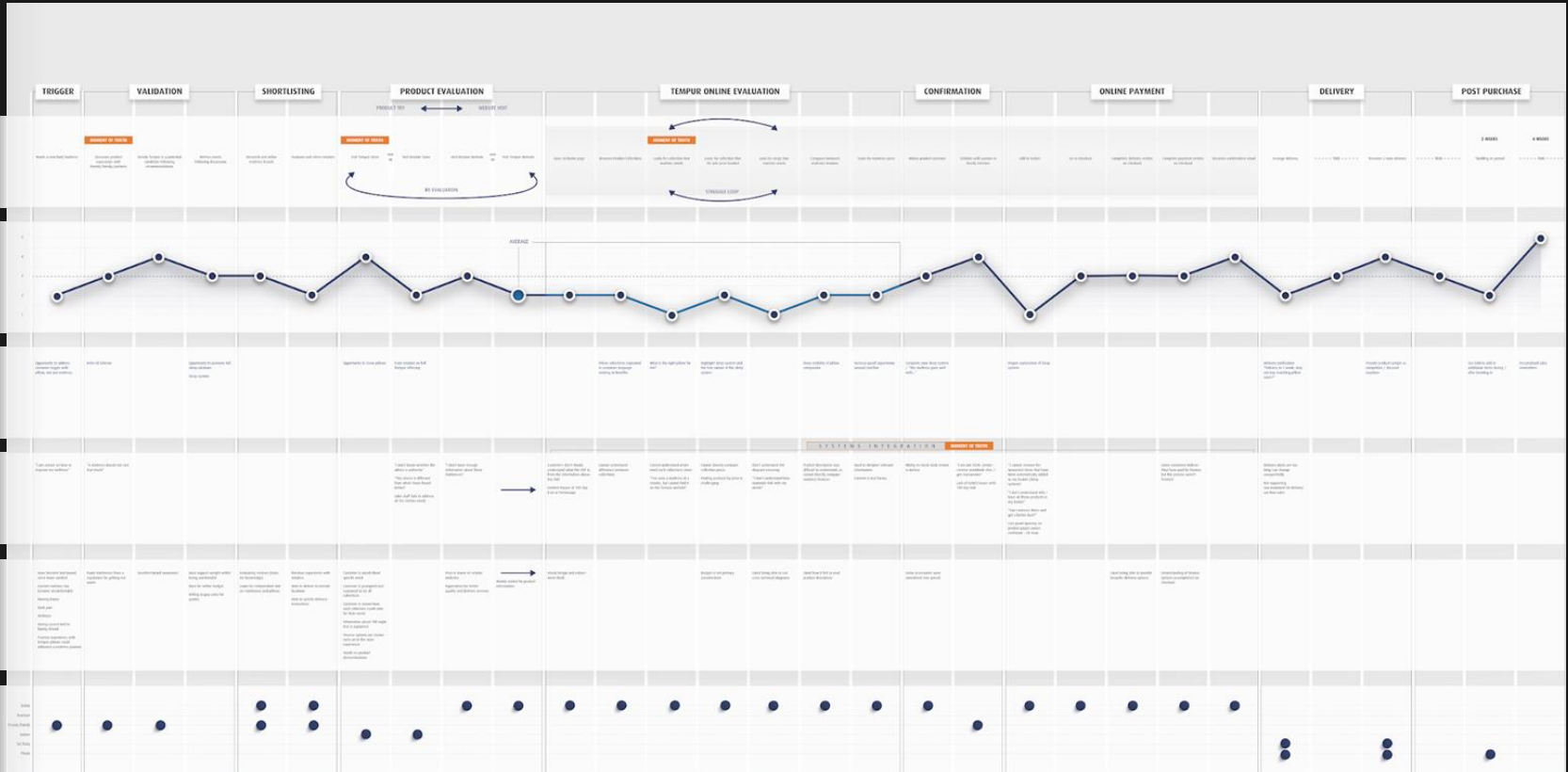
Customer Challenges

5

Insights

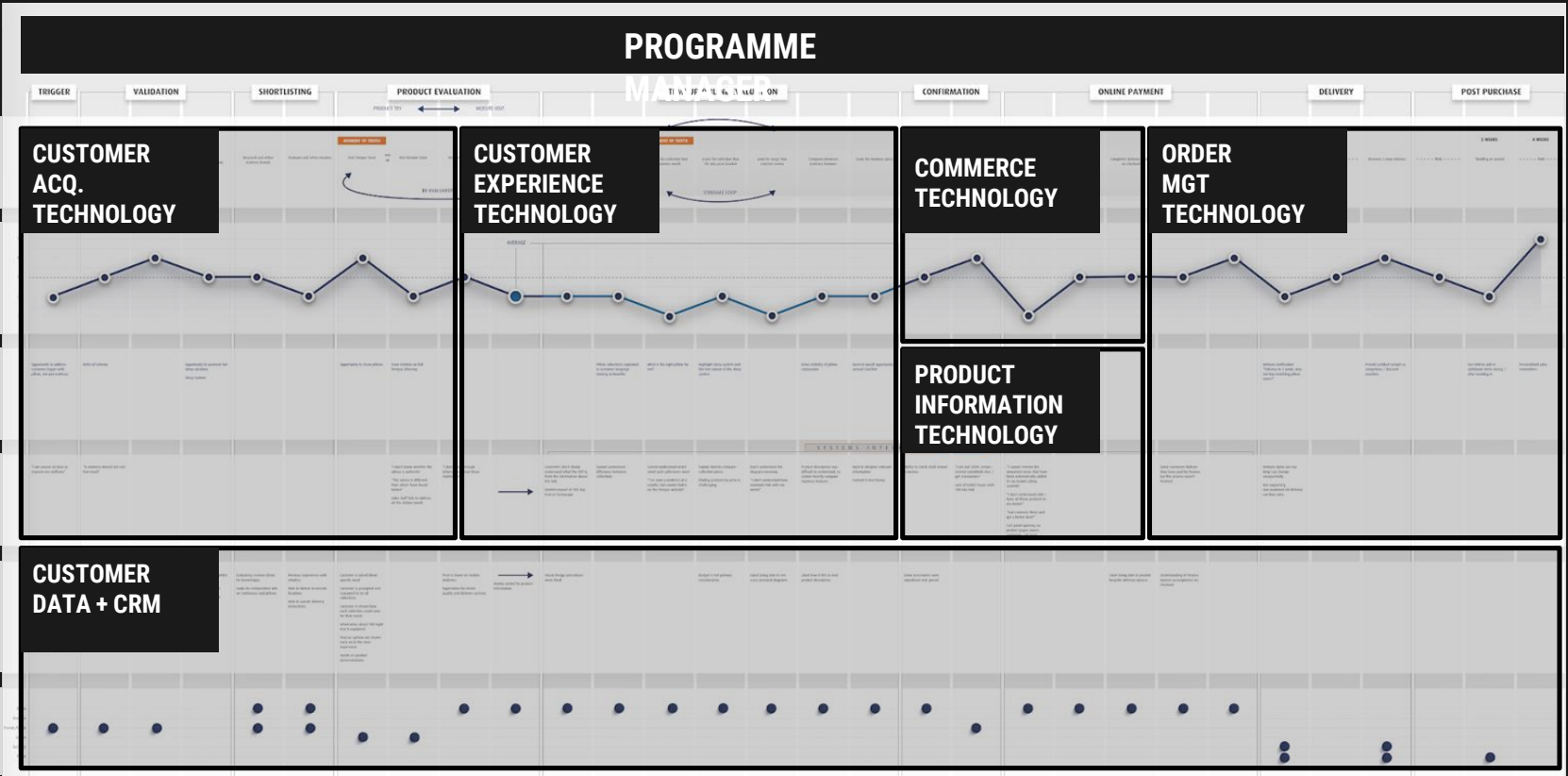
6

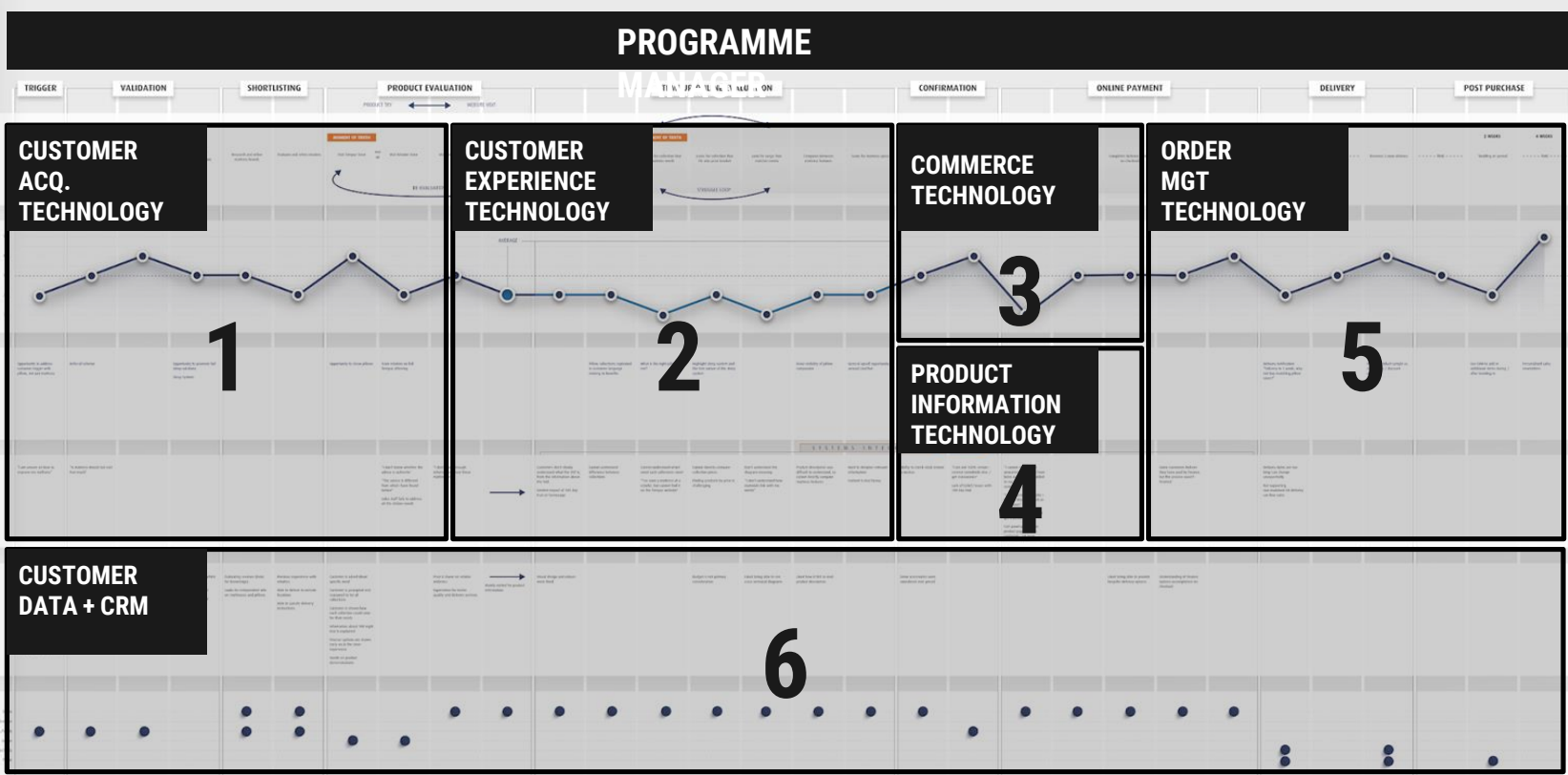
Touch-Points





- 1 Doing
- 2 Emotion
- 3 Pillow and upsell opportunities
- 4 Customer Challenges
- 5 Insights
- 6 Touch-Points





PREPARE

DESIGN

METHODOLOGY

BUILD

DEPLOY



PROJECT: STRATEGY & DEVELOPMENT

ON GOING

PREPARE

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.

DESIGN

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.

BUILD

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;

DEPLOY

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;

METHODOLOGY - PREPARE

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

[L'Oréal] Estudo Maturidade dos Canais

Arquivo Editar Ver Inserir Formatar Dados Ferramentas Complementos Ajuda Última edição foi feita há 2 minuto...

100% RS % .0 .00 123 Roboto 10 B I A

	A	B	C	D	E	F	G	H
1								
2								
3								
4	CRM	Prioridade						
5	E-mail Marketing							
6	Faz uso do canal?	4	2	2	2	1	1	2
7	Segue a rotina de disparos proposta?	6	2	2	2	1	1	2
8	Segue boas praticas de assunto?	7	2	2	2	1	1	2
9	Tem tracking de pelo menos 99% das campanhas?	8	2	2	2	1	1	2
10	Tem uma rotina de testes A/B?	12	1	1	1	1	1	1
11	Faz uso constante de segmentações?	13	2	1	2	1	2	2
12	Faz uso de conteúdo dinâmico?	24	1	2	0	0	0	1
13	Return Path / White List	35	0	0	0	0	0	2
14	IP	37	2	2	2	2	2	1
15	Régua de Relacionamento							
16	Boas Vindas	9	2	1	1	0	1	2
17	Reengajamento	16	2	2	2	0	2	2
18	Winback	22	2	0	2	0	0	2
19	Recompra	21	0	0	2	0	0	2
20	MGM	27	2	2	0	0	0	2
21	Enriquecimento de Base	23	2	2	2	0	2	2
22	Aniversário	19	0	0	0	0	0	2
23	Navegação Categoria	31	0	0	0	0	0	0
24	Navegação Produto	30	0	0	0	0	0	0
25	Abandono de Carrinho	17	1	N/A	1	N/A	N/A	1
26	Avise-me	20	0	N/A	0	N/A	N/A	2
27	Boleto	18	2	N/A	2	N/A	N/A	1
28	Cross Sell	28	0	N/A	0	N/A	N/A	2

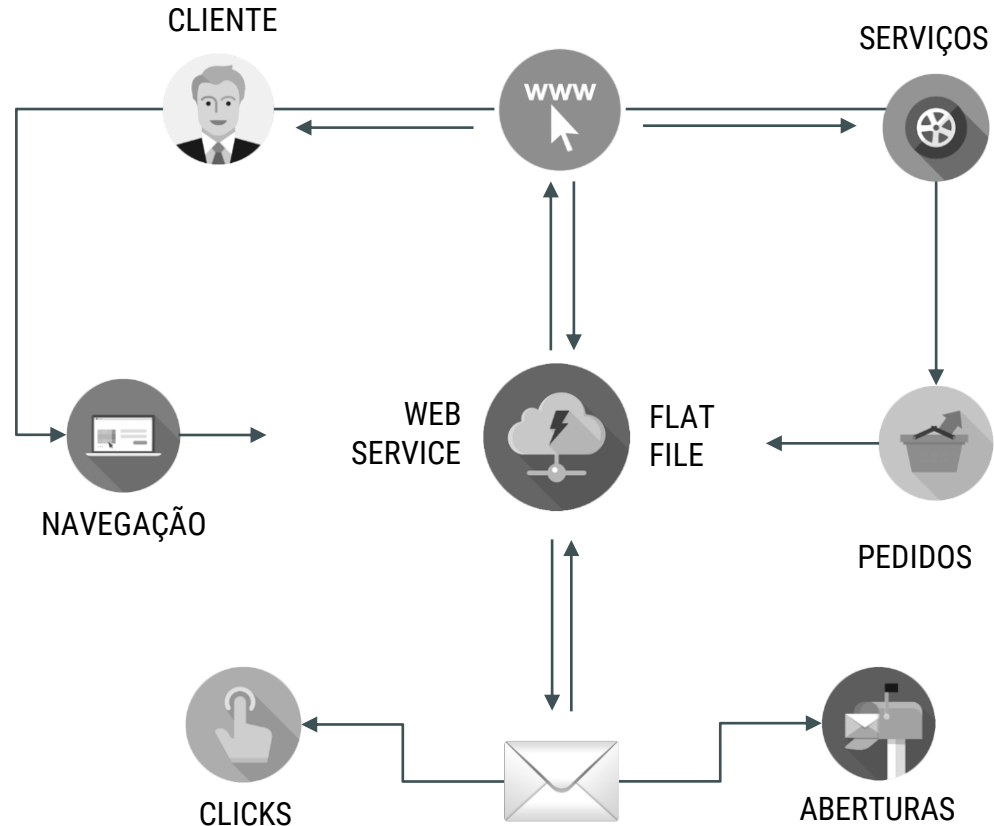
+ Diagnóstico de Maturidade todas as áreas 2018 Diagnóstico de Maturidade todas as áreas 2019 CRM 1

Defining Integrations and Data Flow according to communication strategy

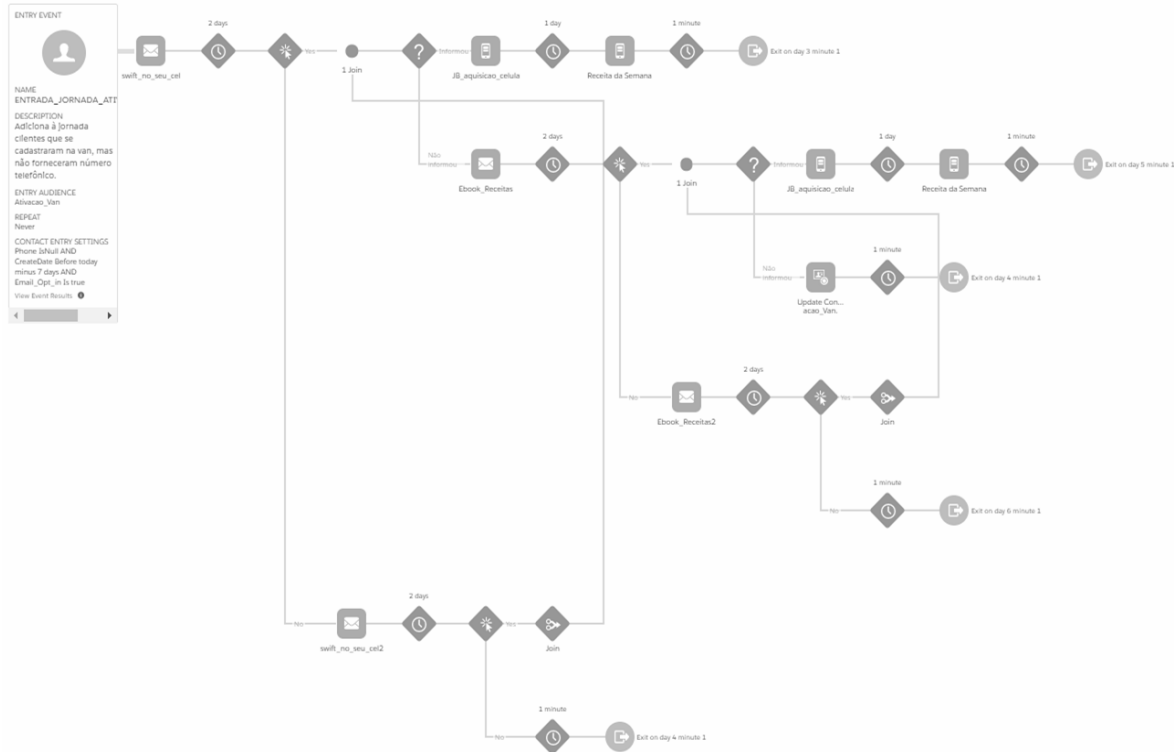
The second phase of Enext's methodology is to develop the communication strategy and adapt it to the construction of the days.

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.



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.

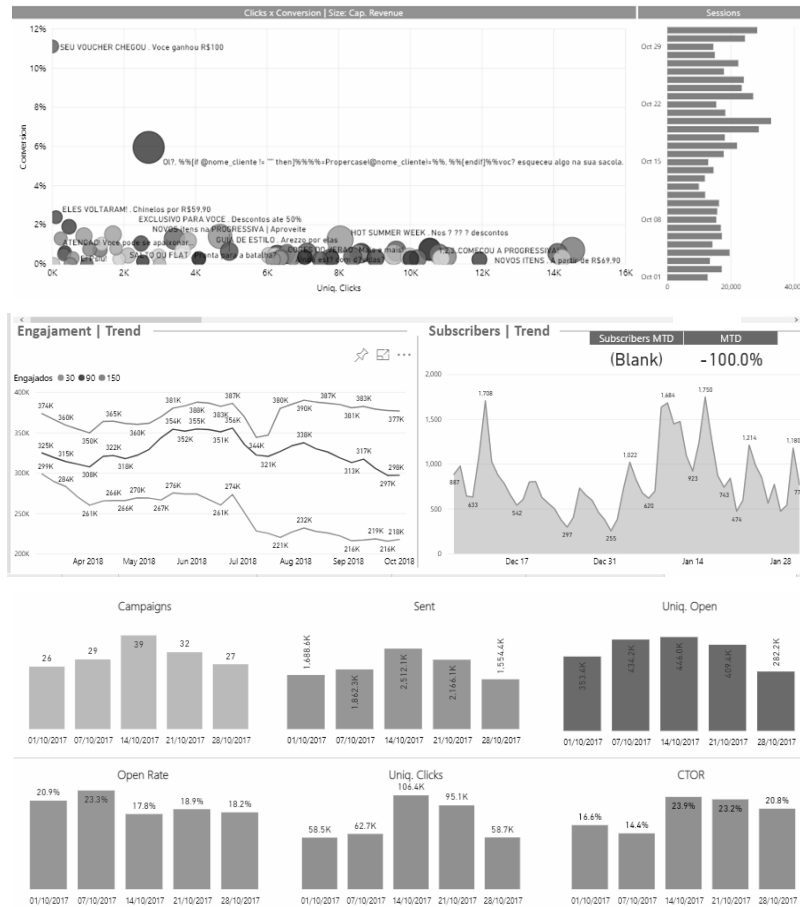
At the end of this stage, the project is fit for Go-live and it is fundamental that the whole team is aligned. Since digital projects involve major impacts, Enext prepares training for all involved to enable them in the solution and ensure that the flows and processes that will be implemented are followed.

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



CHOPP BRAHMA EXPRESS CASE

MEMBER GET MEMBER THROUGH SEASONING

User receives an email to participate in the promotion and send 50% off coupons to friends.





CONTA PRA GENTE QUEM VOCÊ É:

Qual o seu nome? *Qual o seu e-mail?*

Quando é o seu aniversário? *Ex: 24/06*

QUEM VOCÊ QUER PRESENTEAR?

Nome amigo 1 *E-mail amigo 1*

Nome amigo 2 *E-mail amigo 2*

Nome amigo 3 *E-mail amigo 3*

Nome amigo 4 *E-mail amigo 4*

ENVIAR

*PROMOÇÃO VÁLIDA

User is redirected to a landing which he puts the name and email of 4 of his friends.



The 4 friends receive emails confirming the Chopp Brahma Express registration and receive 50% off coupons on the next purchase.



SUCCESSO



OBRIGADO, VIC

EM BREVE SEUS AMIGOS VÃO RECEBER SEU PRESENTE POR E-MAIL.

AGORA, QUE TAL APROVEITAR O SEU VOUCHER DE DESCONTO E JÁ ESCOLHER O SEU CHOPP EM NOSSO SITE?

CHOPPFRIENDSDAY

IR PARA O SITE

*PROMOÇÃO VÁLIDA

MacBook

The user who referred the 4 friends also gets a 50% off coupon at the end of the journey.

THANK

YOU