

WEB OPT-IN

Description: Capture leads through

highly-segmented valuable website content that

speaks to the interests of the target audience.

Actions: Calculators, Tests,

Download center (Exclusive

Actions:

connections.

SOCIAL OPT-IN

Description: Invite social media users to

accept the send of communications from

the brand via direct channel, which will

allow the deepening of the relationship

with them.

Actions: Organic opt-in from

Cross Purchase Attribution*

LOYALTY PROGRAMS

Description: Increase customer value by

rewarding purchases with incentives

creating a win-win relationship with users.

Growth.

KPIST

Leads /

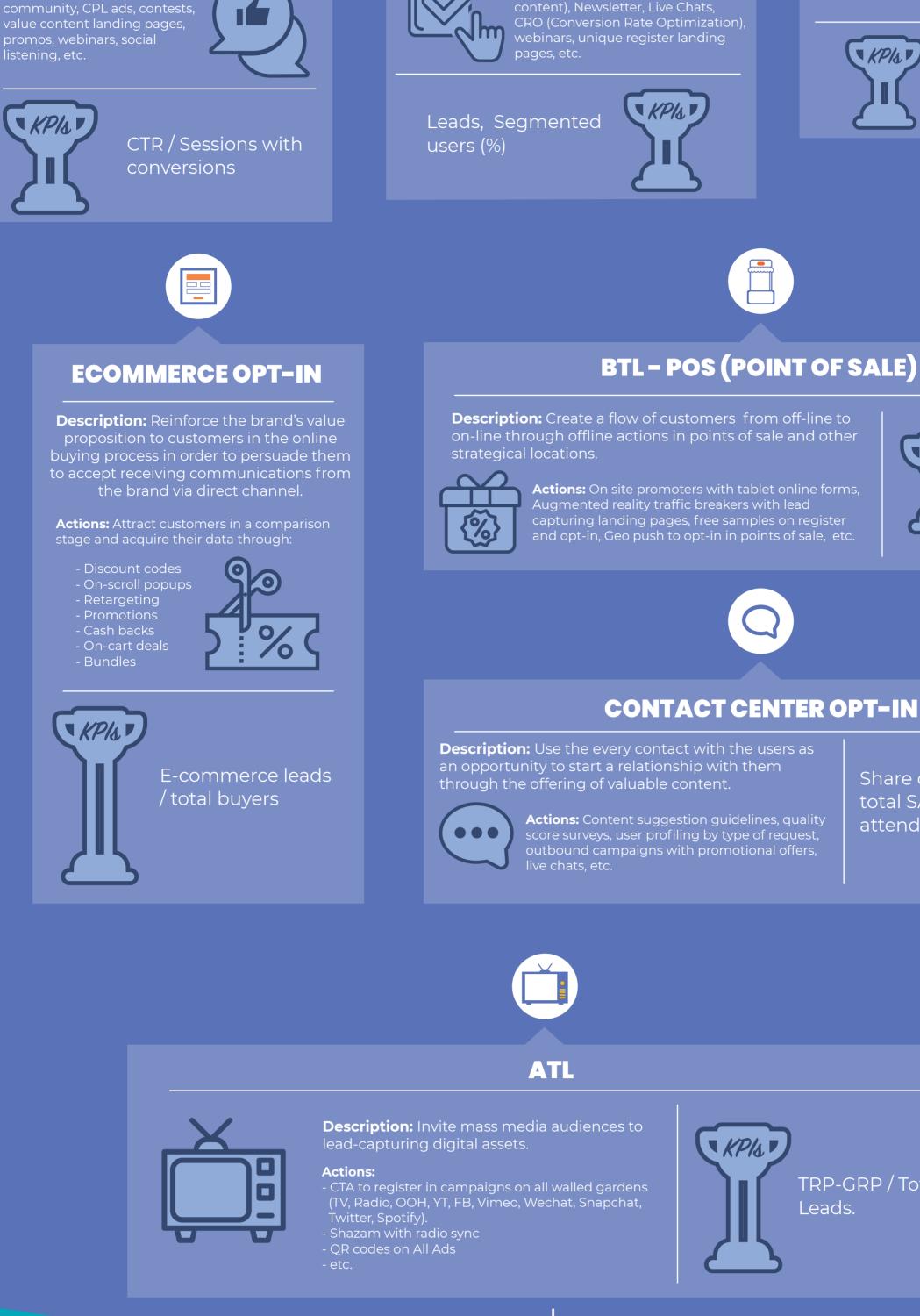
Total traffic

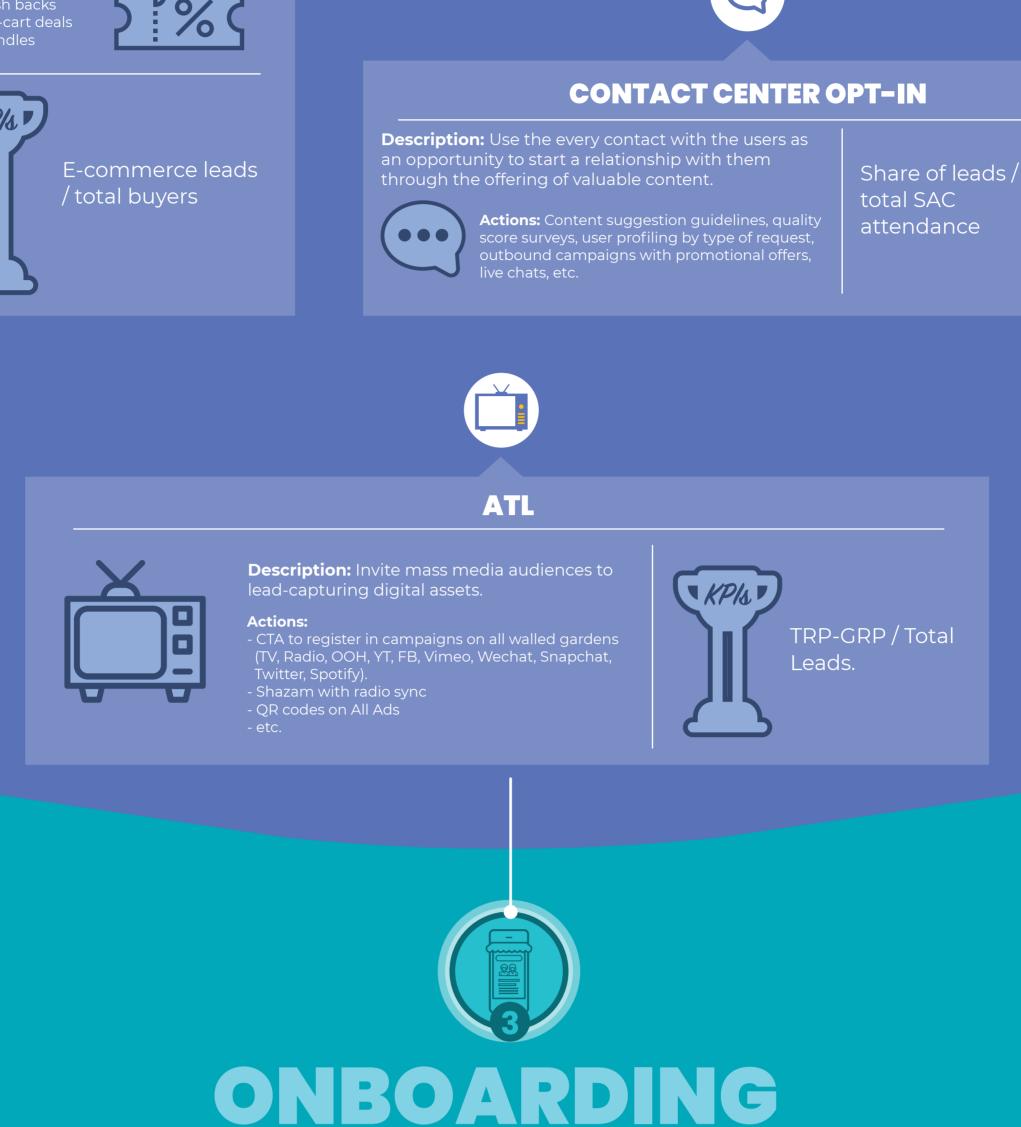
KPIS

Customer Value

Actions: Referrals, Networking,

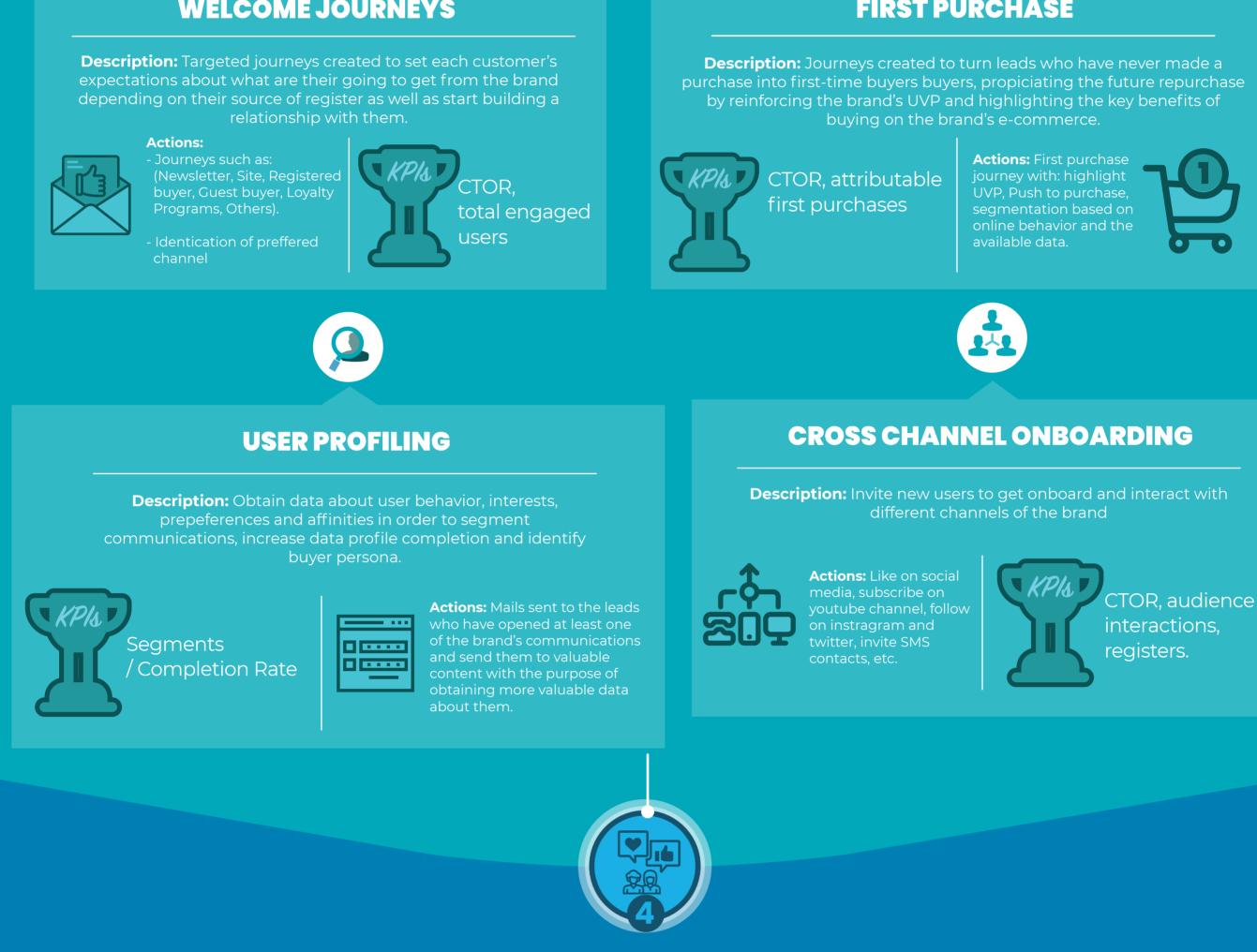
Gamification, and E-learning.

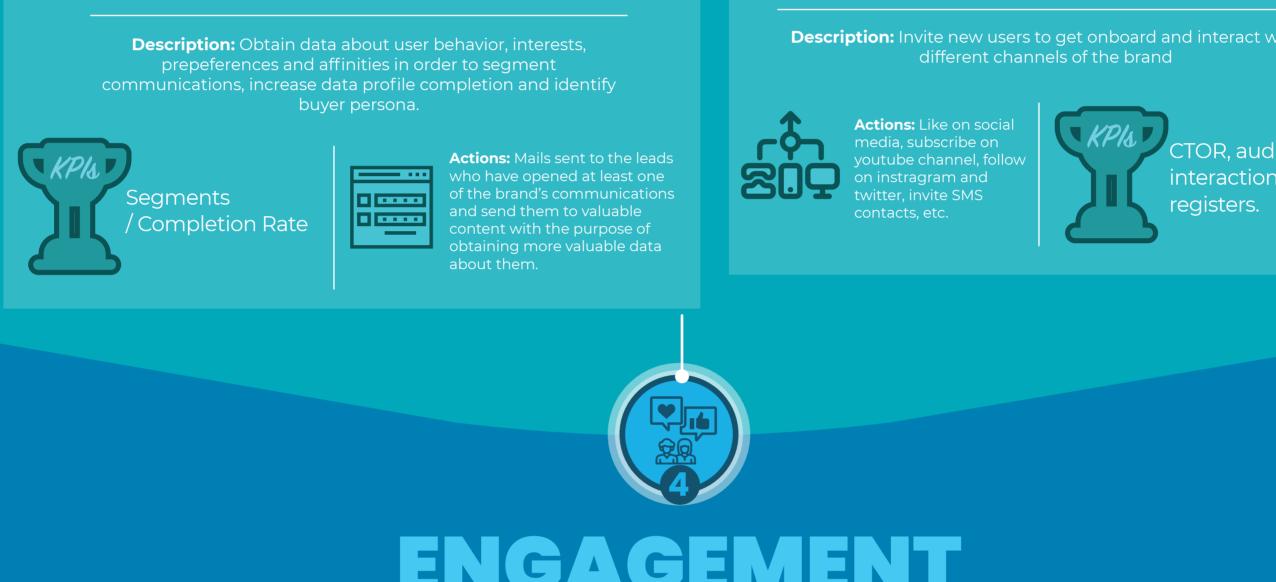






Description: Targeted journeys created to set each customer's **Description:** Journeys created to turn leads who have never made a expectations about what are their going to get from the brand purchase into first-time buyers buyers, propiciating the future repurchase depending on their source of register as well as start building a by reinforcing the brand's UVP and highlighting the key benefits of















spend over a given period. (Labels: spender, average or saver).

Actions:

recency-monetary, etc.

of keeping customers engaged.

Direct channel sends and campaigns segmented by:

Two variables: Combine recency-frequency, frequency-monetary,

Three variables: The three variables combined create a score used to

determine the value of a customer for the brand based on RFM behavior. This score can be used as a base for countless different actions with the objective

One variable: Recency, frequency or monetary

personalized messages with gifts

Atributtable Purchases

for high value customers.





Actions: Offer compensations for valuable



KPIs: Number of

shares/number of views

Attrition(churn) Rate, Number of Detractors

> codes, free samples, etc.), create campaigns aimed at social shares.



referral, social media campaigns with

KPIs: Leads from referral

codes, Leads from social



