



Digital Experience

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Corporate Deck



## We support organizations in their digital evolution

Strong regional  
presence with

**+750**

Professionals in  
LATAM and USA

**+16**

Years of  
experience

**+20**

Technical  
specialties

**+1500**

Projects

**+200**

Projects thru  
partner

# Why us?



## Technology Specialists

We create personalized digital solutions that drive the growth of your business, taking it to the next level with our technical experts in development and digital business.



## Experience that drives results

With vast experience in over 1000 digital projects in multiple industries, we understand and empathize with your pains, so we will always seek the path for your digital business to shine.



## Your success is our success!

We are not just a service provider; we are a strategic partner for your business. By understanding your business and its objectives, we collaborate to create technological solutions that help it grow.

# Our experience

patagonia®



Columbia

GARMIN



CAT®

falabella.com

MacOnline

Walmart

LATAM

SKY



Casaideas.

ESPRIT

banco ripley



AVON

FANTASILANDIA

komax

NINE WEST

EQUIFAX



JANSPORT



azaleia

Tenaris



BIZZARRO

## Salesforce

**10+**

### Managed Channels

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Experience in managing 10+ Salesforce Commerce channels in B2B and B2C models

**8**

### Industries

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Retail, Manufacturing, Sports, Fashion, Beauty, Department Stores, Entertainment, and Health

**20+**

### Certifications

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We have certified professionals and Salesforce specialists to ensure the quality of digital products

# Our Business Vision

We seek to **understand your digital business**. For this, among all the macro-factors, we focus on the **conversion rate**.

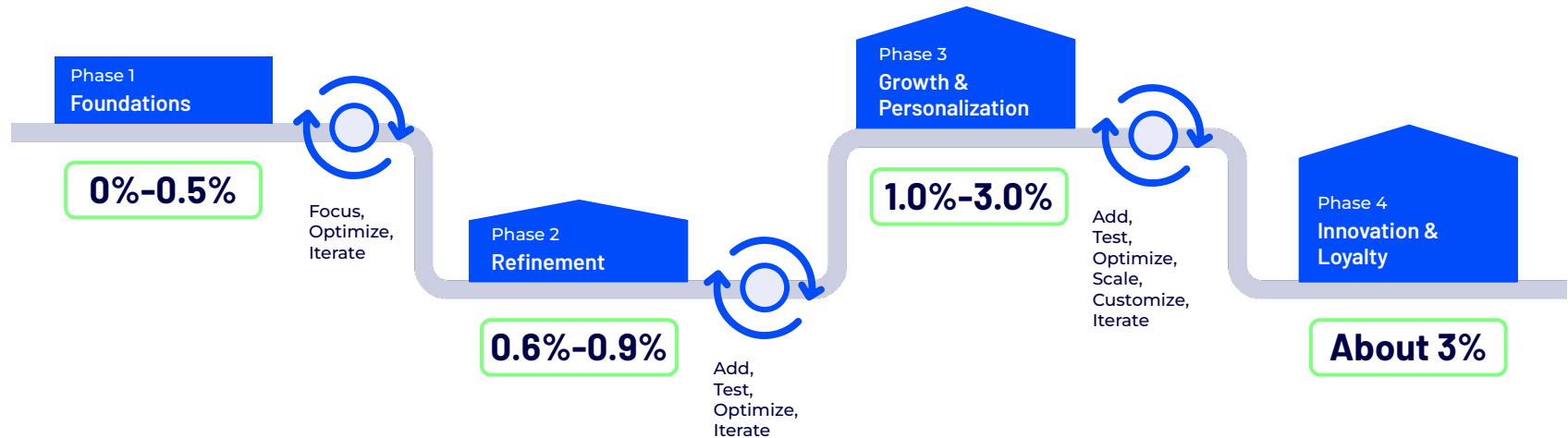
In our view, the conversion rate is a **consequence of the state of a digital business** and is associated with the commercial proposal, segmentation, usability, aesthetics, loading speed, and many other factors.

Therefore, our focus is on carrying out a continuous process of conversion rate optimization and thus directly impacting the other areas.



# Digital Business Journey

Our framework places the conversion rate at the center



# Our Services



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Digital Experience



## From creation to success



### 01 Digital Business Foundations

#### Digital Business Creation

We design custom solutions for B2C, B2B, B2B2C, D2C, and Marketplaces.

#### Migration & Upgrades

We migrate or update platforms minimizing downtime.

#### Essential Integrations

We integrate your business with ERP, POS, CRM, OMS to streamline your operations.



### 02 The Ongoing Service Model

#### Continuous Improvement

We constantly adapt your business to internal needs, technological changes, and customer feedback.

#### Operational Support

We provide uninterrupted assistance to ensure smooth and effective operations.

#### Growth Ongoing

We use data to help you grow steadily and run A/B tests to optimize the conversion rate.



### 03 Journey to Digital Mastery

#### Growth-Driven Enhancements

Dive into UX/UI, SEO, Data Analytics, Personalization, A/B Testing, and more.

#### E-commerce Leadership

Dominate the digital world with growth strategies tailored to your business and industry.

#### Platform Mastery

We help you maximize the potential of your platform with code, strategies, and training.

# Service Models



## Project Model

This model focuses on providing on-demand services for projects with well-defined scope and duration.



**Contract Model**  
By project



**Payment Cycle**  
Monthly | On demand



**Scope**  
Defined



## Ongoing Model

This model adopts a multi-role approach to ensure projects with continuous deliverables and whose scope requires flexibility.



**Model of Contract**  
Annual - Cost per hour



**Payment Schedule**  
Monthly



**Scope**  
Flexible



## Assignment of Specialist or Teams

This model focuses on the assignment of individual specialists or complete teams, selected to fulfill specific needs.



**Model of Contract**  
By position



**Payment Cycle**  
Monthly

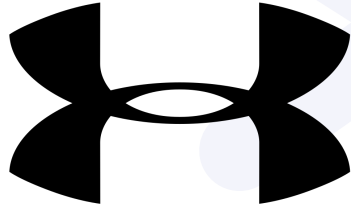


**Scope**  
Flexible

# Reference cases

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Digital Experience



**UNDER ARMOUR**

## Reference Case

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JBC is a company that sells accessories, clothing and footwear in Argentina. With more than 20 years of experience, they carry out their activities through Retail, Wholesale and E-commerce channels. Under Armour is an American sportswear company that manufactures footwear and clothing.

Evolutionary Maintenance and Support of B2C ecommerce was carried out in Salesforce Commerce Cloud, integrating with ERP, various payment methods and logistics operators. The UX/UI of the site was improved, achieving a more than double increase in sales.

Additionally, excellent synergy was established with the Acid Labs team, which made it easier to carry out new developments and transition many manual tasks to more automated processes.



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# Thank you!

 ACIDLABS

