



ltm

FIDELIDAD
QUE MUEVE
RESULTADOS

UMA EMPRESA ASSOCIADA À



ABEMF
Associação Brasileira das Empresas
do Mercado de Fidejussão





Recognize
and reward
positive attitudes



Fidelity Market Overview

Loyalty and incentive programs are present in all companies to interact with **sales agents, internal professionals and final consumers.**

Expanding presence for different segments and industries, and evolving its **rewards model, in addition to points, for discounts in retail, cash back mechanics, subsidized offers, benefit clubs, among others.**

They are fundamental for the capture of data, in the important environment of **BIG DATA**, making it possible to identify needs and behaviors of the client to implement **customized solutions.**

Increasingly, the experience and the identification with the values of the brands are important decision factors when it comes to going to a job or buying a product.

- 84% declare that loyalty programs influence the relationship with the company in the long term (Nielsen, 2018).
- 50% report being dissatisfied with their current job (Instituto Locomotiva, 2017).
- 36% of consumers expect brands to know their preferences, needs and purchasing behavior.



Fidelity Market Overview

More than

120 M

Records in loyalty programs;

More than

R\$ 3 Bi

Invoiced in 1° week/2018

More than

136 Bi

Issued miles in 1° week/2018



**We have been doing this for 11 years
and we have become leaders in B2E,
B2B and B2B2C programs in the
country.**

We develop complete or modular solutions for the development and management of loyalty programs and incentive campaigns. From planning to execution, we offer technological solutions and full support for each phase of your project, whether small or large.



Locations in São
Paulo y Brasília



More than
380
employees



More than 780 millions
of real invoices in 2018



Around 300 active
projects

We act in changing the behavior of employees and consumers in more than **150 clients.**



BANCO DO BRASIL



Panasonic

vivo

FMC

Santander



Nestlé



syngenta

CAIXA



VIGOR



AVON



cielo



HEINEKEN



natura

Agronegocio

Financial

Automotor

Consumer goods and other segments



FULL SERVICE PROVIDER

We place the best professionals and market methodologies at your project's disposal.

STRATEGY AND
PLANNING

Consultancy
of business

Financial viability

Drawing of the
technical solution

TECHNOLOGY AND
INFRASTRUCTURE

Digital platforms

Apurations

Infrastructure in
cloud

Safety and prevention

SERVICES AND
OPERATION

Communication

Backoffice

Management of
alliances

Travels

INTELLIGENT
MANAGEMENT

CRM

BI

UX

Activation

FOCUS ON THE CLIENT'S RESULT



More than a platform, Web Awards is a business tool.

Allows the dynamic pricing of the cost / point by profile of the participant (up to the CPF level) and / or by partner, in addition to total personalization of the showcase in terms of product, category and supplier. Artificial intelligence based on browsing behavior for the personalized recommendation of products and activation actions.

Training									
Travel and experiences									
Discounts									
SERVICES AND CONVENIENCE									
E-COMMERCE									
									
									
Associates Hubs									

Your program with the infrastructure and solidity that only LTM offers

Redundant infrastructure hosted in 1st line data center with automatic scalability.

Main client of Microsoft Azure in Brazil.

Stability and surveillance in all layers (infrastructure, application, business).

We have more than 40 integrations with information exchange with banks, operators and retailers.

We are adhering to 98% of the standards required by the PCI certification, having a Trustwave (PCI Certification) award.

Processes of controls and policies audited annually by the PwC (PriceWaterhouseCoopers).



NO ONE SIZE FITS ALL

To reward:



WebRewards



Likes



Discounts



Secured offers



Virtual
Wallet



Vacations

To build loyalty
with your customers (B2C)



Loyalty Programs



Club of
Benefits



Incentives programs



Incentives travels



Cooperative
programs



Leads administration



Relationship
programs



Corporate events

To increase
your sales

To optimize your
sales chain

To integrate and
train teams



Thank you



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