



a b e r t o



One of the biggest retail challenges is optimizing promotional investments and finding new customers with personalized offers.



Challenges

- Offer the right promotion, for the right consumer, at the right time;
- Ensure relevance in offers.
- Reach new customers by encouraging visits to stores

- 36% of consumers expect their suppliers to become more and more aware of their preferences, needs and buying behaviors.
- 35% of sales made by Amazon are derived from its product recommendation mechanics.
- 55% of shoppers declare that promotion is the main factor of choice.



Ideal Solution

- Connect retail and consumers to gain promotional assertiveness;
- Segmentation - Custom discounts at the time of purchase, directly in the box;
- Flexibility of implementation and adaptation of mechanics.

-  Assertive activation (Communicate to the right consumer at the right time).
-  Campaign result intelligence (Monitoring during the 6 month period).



Expected Results

- Increase in sales;
- Capture new consumers;
- Fidelize and monetize its consumer base;
- Optimization of promotional funds;
- Reduces channel conflicts by pricing strategy..

-  Automated Transactions - Agility and Safety
-  Online results in real time
-  Pay as Use - Revenue before expense.





Welcome to the new retail



o f e r t a c e r t a

The platform enables the delivery of benefits (and discounts) to final consumers selected directly at the POSs, where the registered campaigns allow the segmentation of advantages by stores, products (SKU) and eligible persons via CPF, BIN and / or pincode.

Connection that brings results

We join the common interest, connecting to promoters, retail and industry in the creation and dissemination and offers and benefits

Customization by data study

We use large bases of loyalty programs to reach new consumers according to their consumption data, bringing relevance and more results.

Promotional Mechanics

Different promotional mechanics can be applied and monitored directly on the POS in connection with the bidding application!

Deliver to your consumers, in partnership with the industry, personalized discounts at the time of purchase, right on the box.



Customized offers by CPF, via mobile, at the point of sale

An innovative solution for communication agencies or digital companies that want to activate consumers at the point of sale and increase revenue. It's simple, fast and easy.

Setting up for customization

- Industry register;
- Duration (date / time / day of the week);
- Definition of SKU, products and stores;
- Criterion of elegance;
- Benefits delivered;



Information for relevance

- Confidentiality of data;
- Data Enrichment with BIG DATA;
- Feedback of strategies;



Communication channels

- Push in App;
- SMS, email mkt, whatsapp, social networks;
- Banner hotspot;

