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Carolina

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Germán

Pregunta

¿A quien hablar y cuando en un nuevo escenario de compra y consumo de mix de medios?

A close-up photograph of a person's face, focusing on their eyes and eyebrows. The person has a surprised or curious expression, with wide eyes and slightly raised eyebrows. The image is dimly lit, with a dark blue or grey overlay, making the text stand out.

Un punto de vista

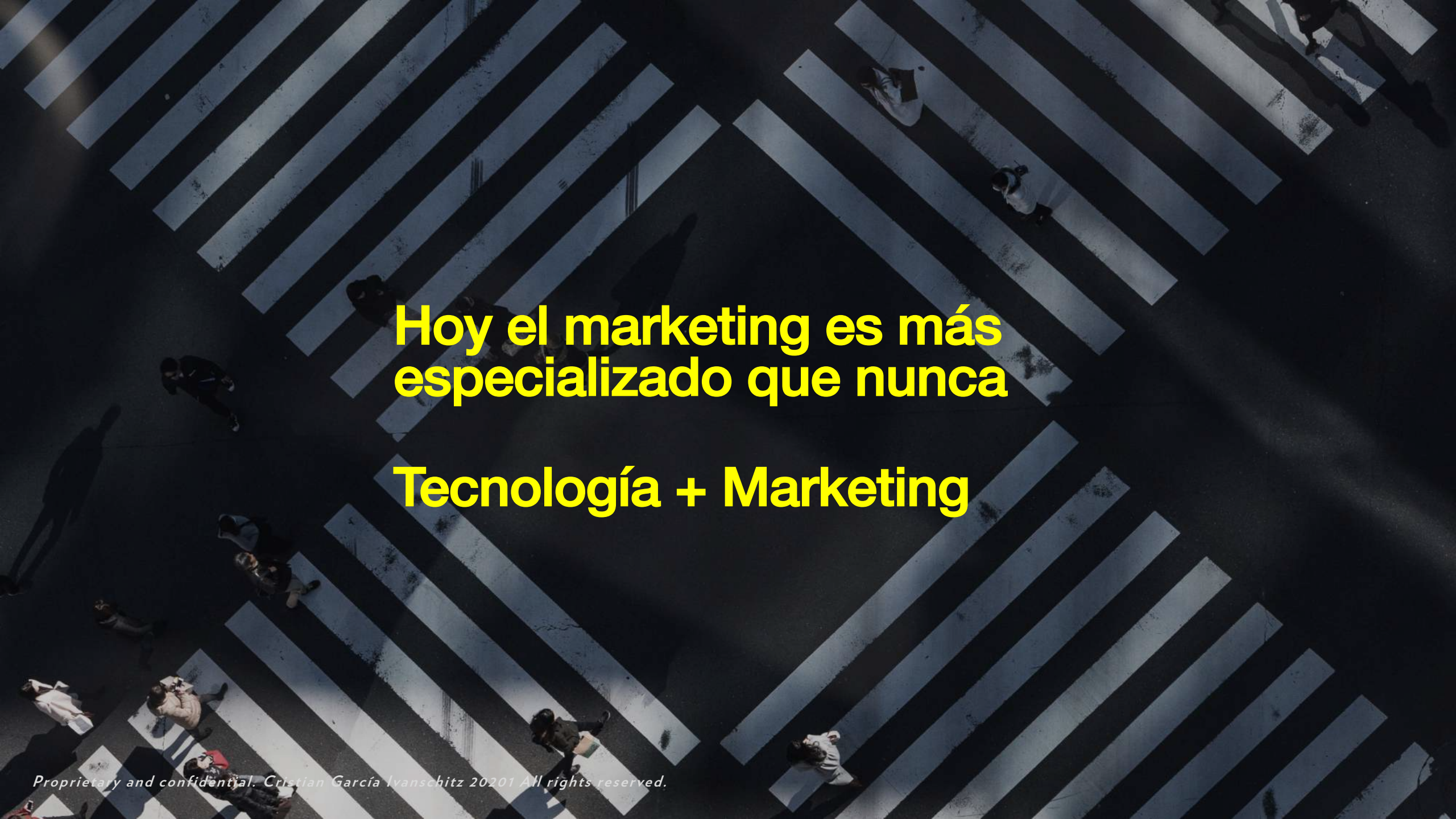
¿Como construir la relación con el consumidor 100% digital?



Algo para todos

No hay receta

RAZONES

An aerial, high-angle photograph of a city intersection. A large, prominent crosswalk with wide white stripes on a dark asphalt surface dominates the foreground and middle ground. Numerous pedestrians are seen walking across the crosswalk and along the sidewalks. The perspective creates a sense of depth and movement. The lighting suggests it might be late afternoon or early morning, as shadows are visible.

**Hoy el marketing es más
especializado que nunca**

Tecnología + Marketing



**Todas las empresas
son diferentes entre si.**



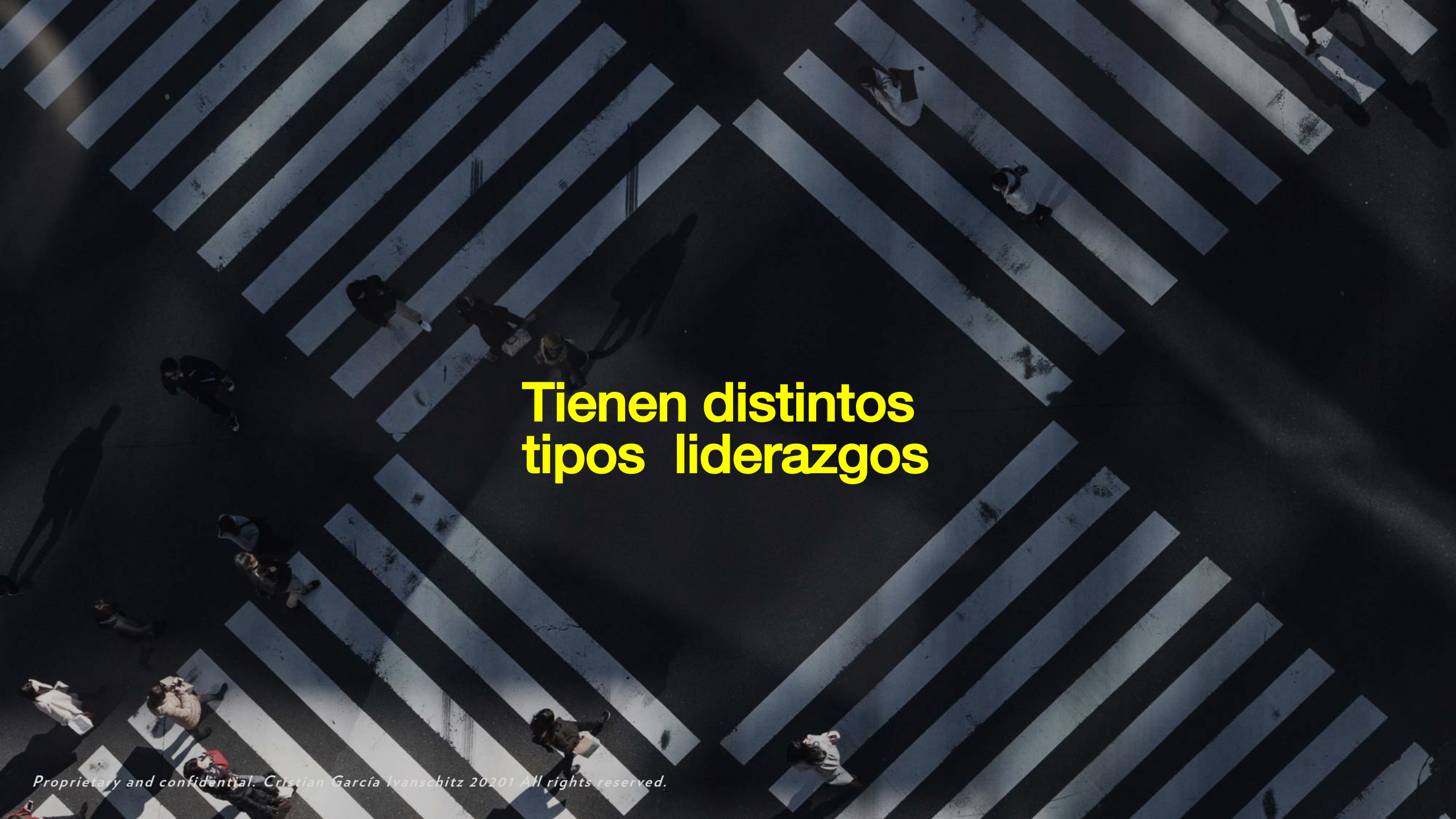
**Miran, entienden e implementan
de forma diferente**



**Tienen
conocimientos
disimiles**



**Manejan sus
propios
presupuestos**

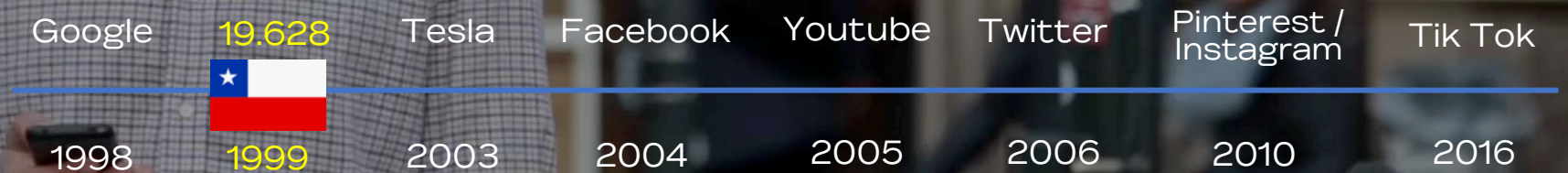


**Tienen distintos
tipos liderazgos**

CONTEXTO

La era de la privacidad:

Leyes locales y globales afectaran a todos de manera global



AD BLOCKERS



**SHOULD YOU BE
WORRIED?**

Realidad Actual

Dependencia de 3rd
Party Data

Nueva Realidad

Foco en First
Party Data



Esto hará que la data perteneciente a la
plataforma pueda ser mas cara si se quisiera
usar para “targetear” audiencias.

Management

Talent Management



TrueSky Budgetair VISTAR
marketing Prophix



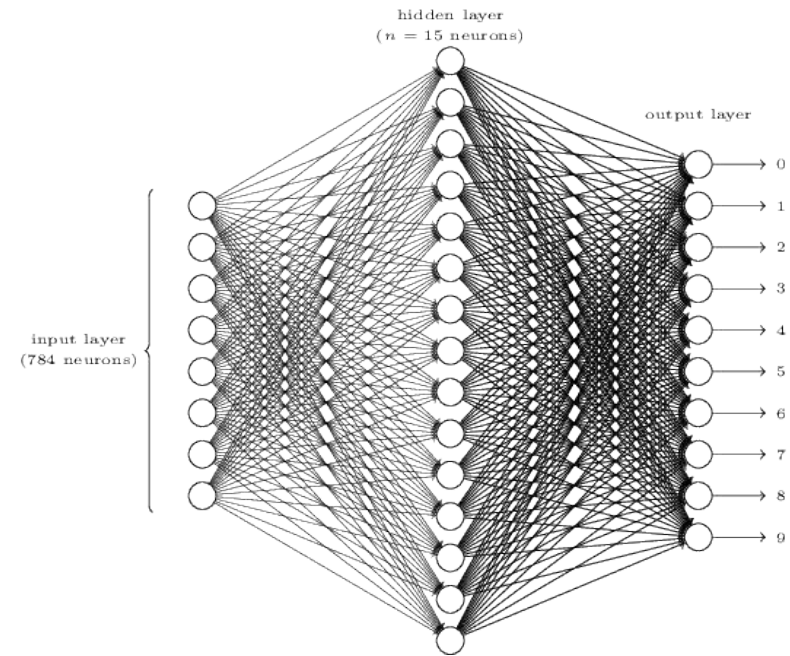
Orange Scream blossom



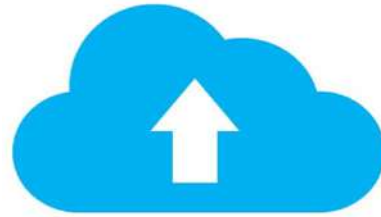
¿Qué realmente cambio?

AI

Ciencia que intenta dotar a las maquinas de inteligencia



Redes Neuronales



1990 - 2010

Computer Processing Power

100 QUADRILLION

100,000,000,000,000,000

50,000,000,000,000,000

10,000,000,000,000,000

FLOPS

0

1940

1950

1960

1970

1980

1990

2000

2010

2020

YEAR

Un trillon de veces a aumentado la velocidad de procesamiento. (45:02)

Source: NVIDIA, et al.



HASTA AQUÍ...

- + restricciones
- + privacidad
- + consumidores + informados

+ Data + Plataformas = + Audiencias al mismo tiempo = cambio en la forma de trabajar, planificar & ejecutar

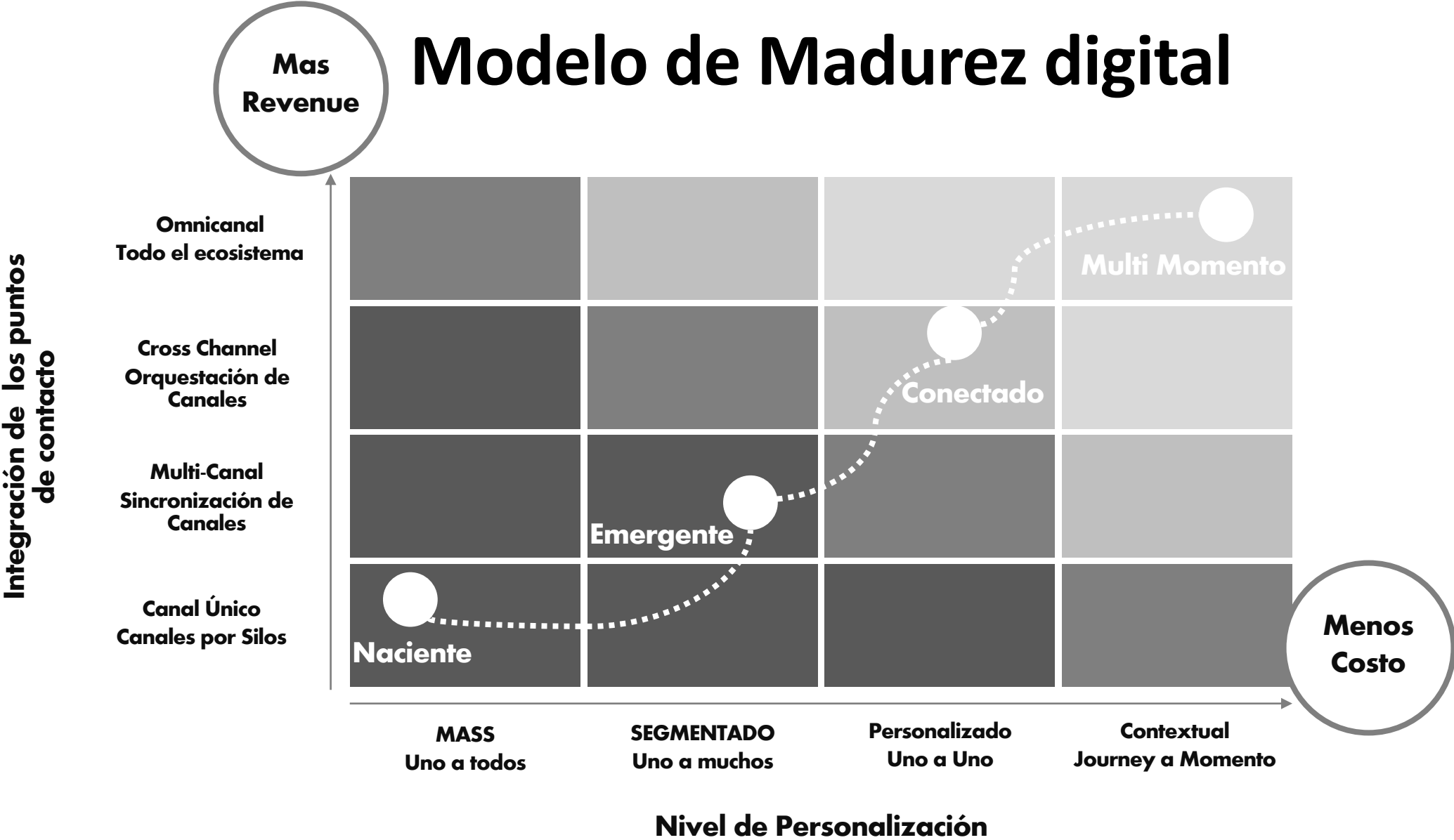
Como llegamos a nuestro consumidor?

~~Recetas~~

Consideraciones ✓

Mi madurez digital

Modelo de Madurez digital



6 dimensiones para medir tu madurez digital

A. Audiencias

Identificas e influencias a tus audiencias mas valiosas desde la organización de los datos?

C. Atribución

Mides de forma eficiente el valor de cada uno de tus clientes?

E. Organización

Tienes los equipos correctos con dinámicas agiles y de experimentación en el día a día de tu negocio?

B. Assets

Como evalúas tu capacidad de generar experiencias movilizadoras a través de tus puntos de contacto digitales?

D. Automatización

Estas impulsando rentabilidad y crecimiento vía un mkt automatizado?

2

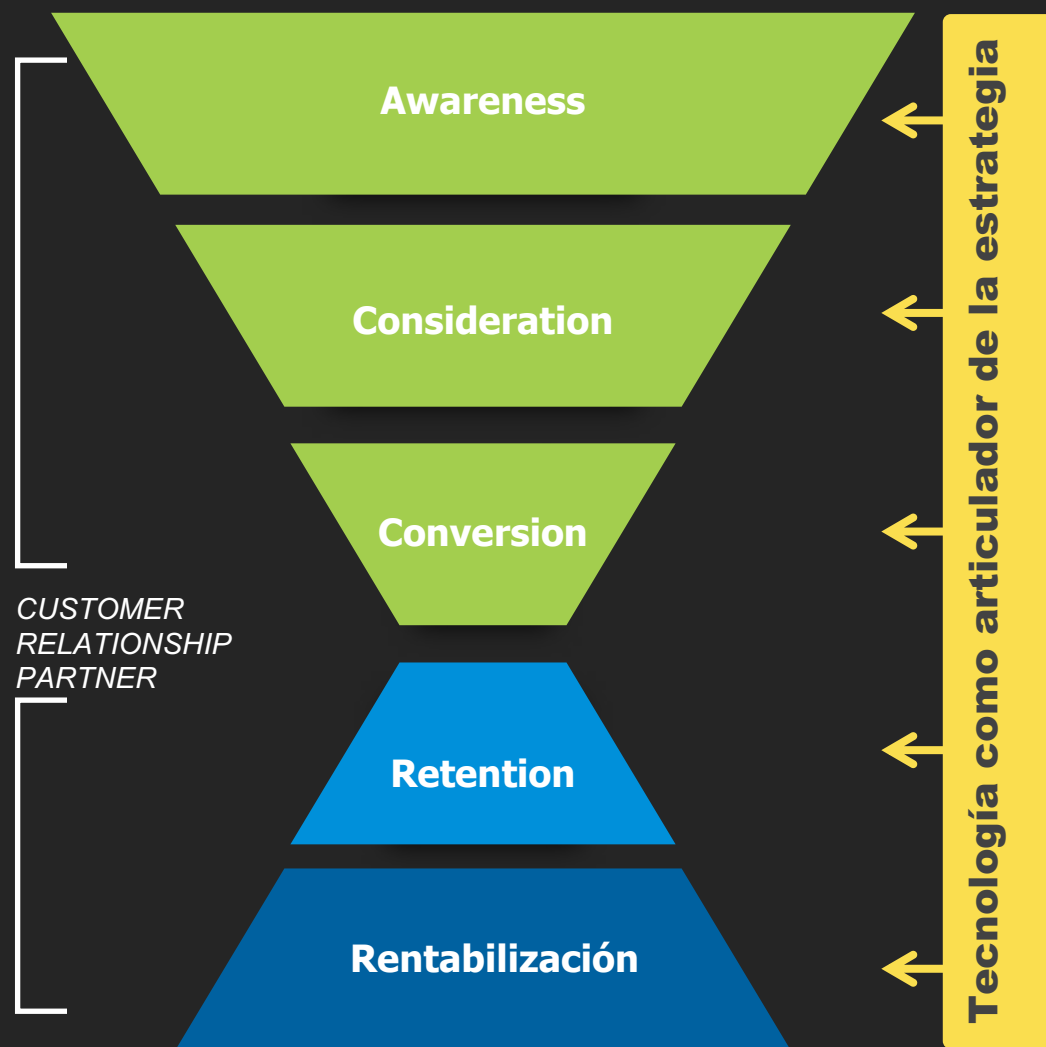
**En que etapa del “funnel” estas
trabajando**

NOT IDENTIFIED

~~ABOVE THE LINE~~

~~BELOW THE LINE~~

IDENTIFIED





La construcción de una verdad única de tus clientes

PERO DIGITALIZAR RELACIONES HUMANAS ES DIFICIL



DATOS EN CILOS



NUEVAS HERRAMIENTAS



CONOCIMIENTOS



LEGADO DE HERRAMIENTAS

DATOS DUPLICADOS
PERFILES DE SERVICIOS
NUMEROS TELEFONICOS
EMAIL
ULTIMAS COMPRAS
DATA DE TIENDA
DATA ONLINE
DATA DE VENTA
ETC

4

Repensar nuestro ecosistema

Mix de medios

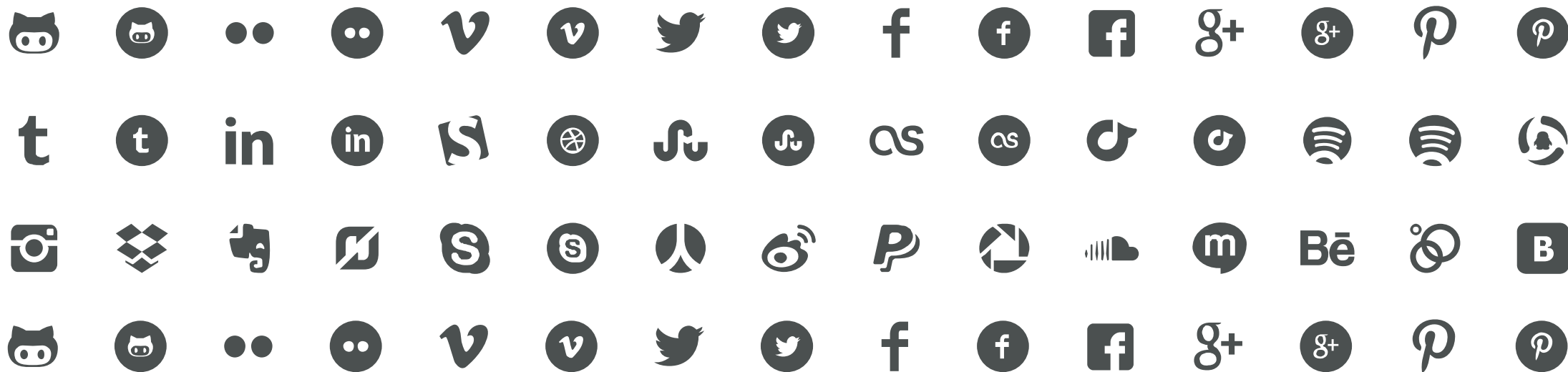


Mix digital (experiencia)

Paquetes de medios



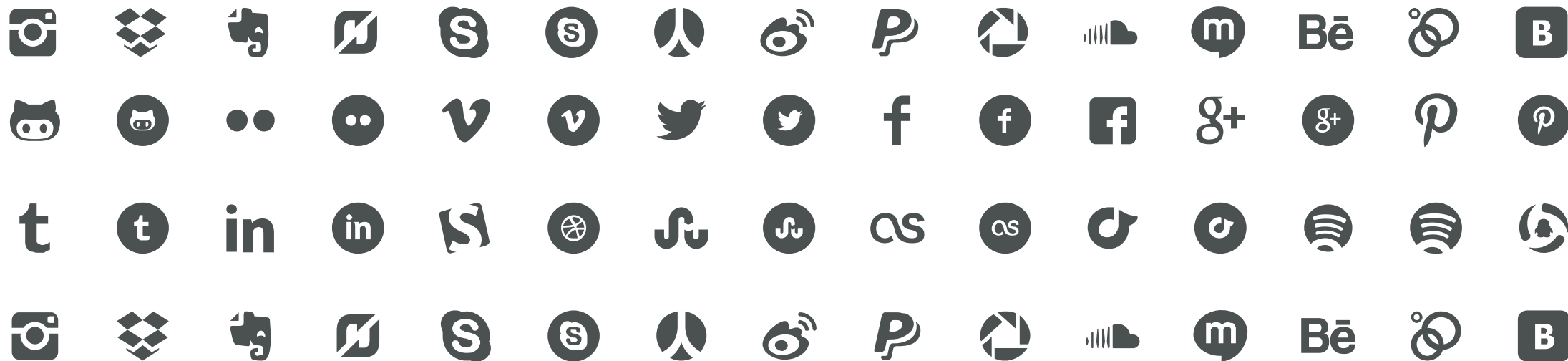
Paquetes multicanales



Medios Pagados

Medios Propios

Medios Ganados





CONOCIMIENTO

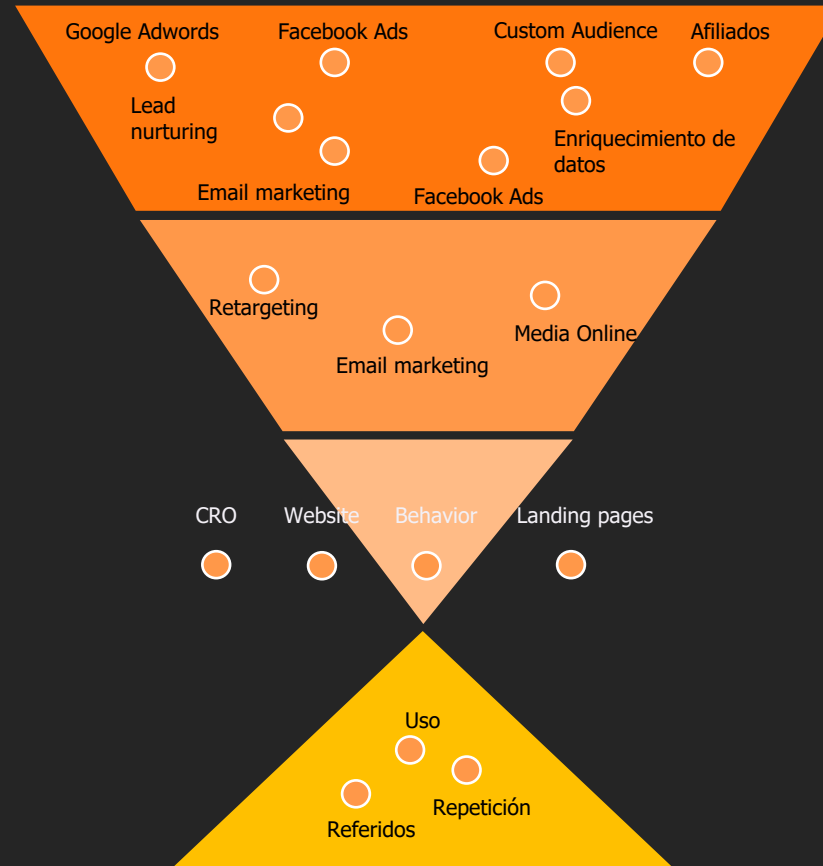
- Social Media
- Google Adwords
- Custom Audience
- Influenciadores
- Afiliados
- Medios offline

CONSIDERACIÓN

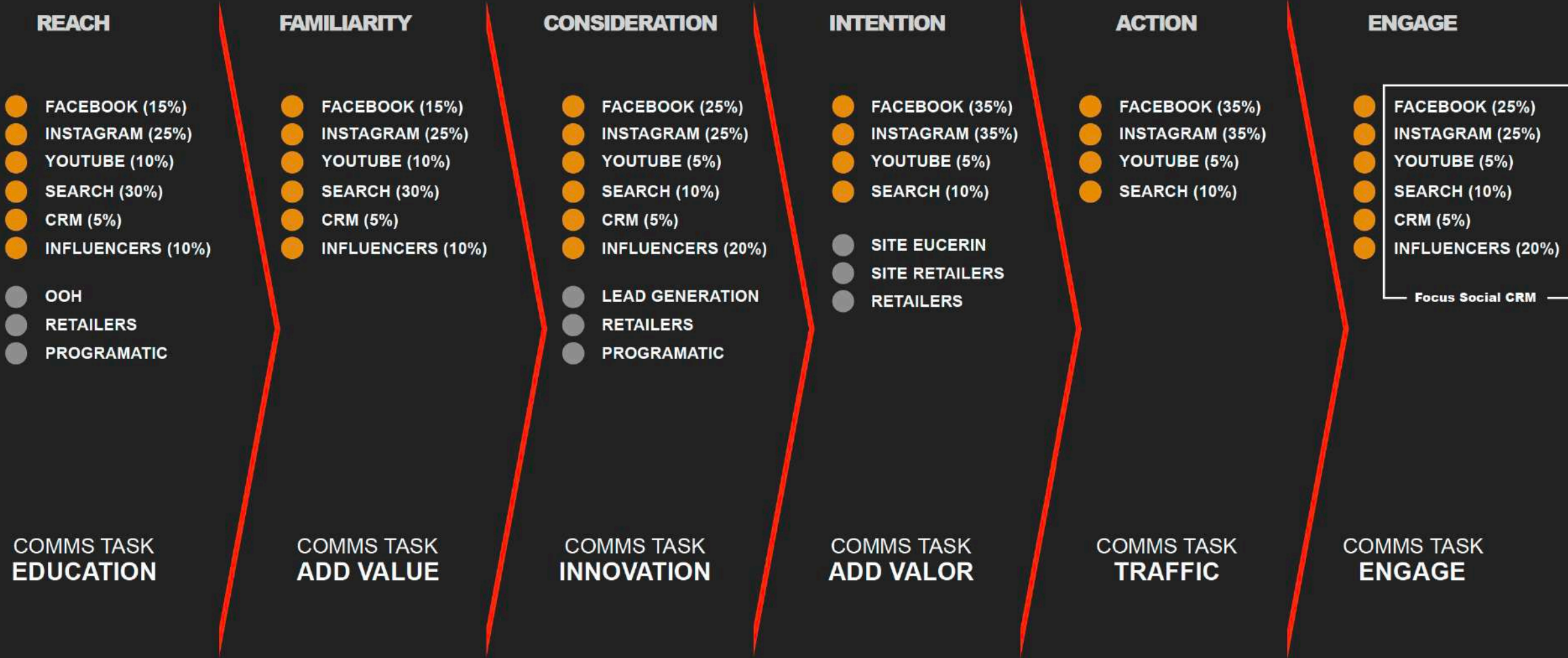
- Blog
- Email
- Custom Audience
- Landing pages
- Media online

CONVERSIÓN

- Website
- CRO
- Behavior
- Database
- Email marketing
- Media online



Campaign Overview



A lo mejor tu mix se ve así

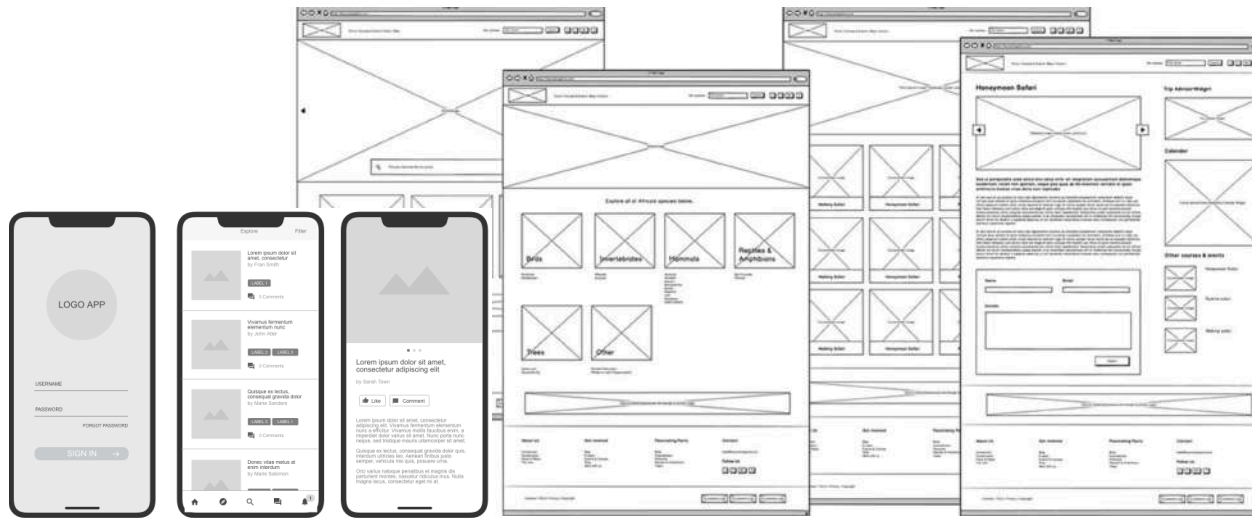


Posicionamiento web vs Ventas

UX



Cerca de 346,000,000 resultados (0.83 segundos)



CRO: Conversion Rate Optimization

BEHAVIOR TAGS

NAVEGACIÓN

BÚSQUEDA

ABANDONO

MÉTRICAS

DCU: Diseño Centrado en el Usuario

AI: Arquitectura de Información

I x D: Diseño de Interacción

USABILIDAD: Eficiencia de un producto en cumplir objetivos



0

Party Data

“Zero-Party Data son datos que un cliente comparte con una marca de forma intencionada y proactiva, pudiendo incluir preferencias, intención de compra, contexto personal y la forma en la que la persona desea ser reconocida por dicha marca.”

Forrester Research

MONETIZACION

El valor de mis datos

1. What drives the value exchange economy [for data]

It is possible for marketers to know what their customers intend to do or buy in the future when they collect data that is intentionally and proactively shared directly by the consumer? This is called **zero-party data**.

But it's not simply a case of ask, and you shall receive. Digital consumers are more scrupulous than ever when it comes to handing over their personal details and preference data. You need to offer a value exchange.

We asked US consumers what tickles their fancy when considering revealing purchase intent and other psychographic data to brands, and it wasn't just freebies and red-letter prizes.



Discounts & coupons



Loyalty points & rewards



Early or exclusive access to offers



A chance to win something



Unlocking content

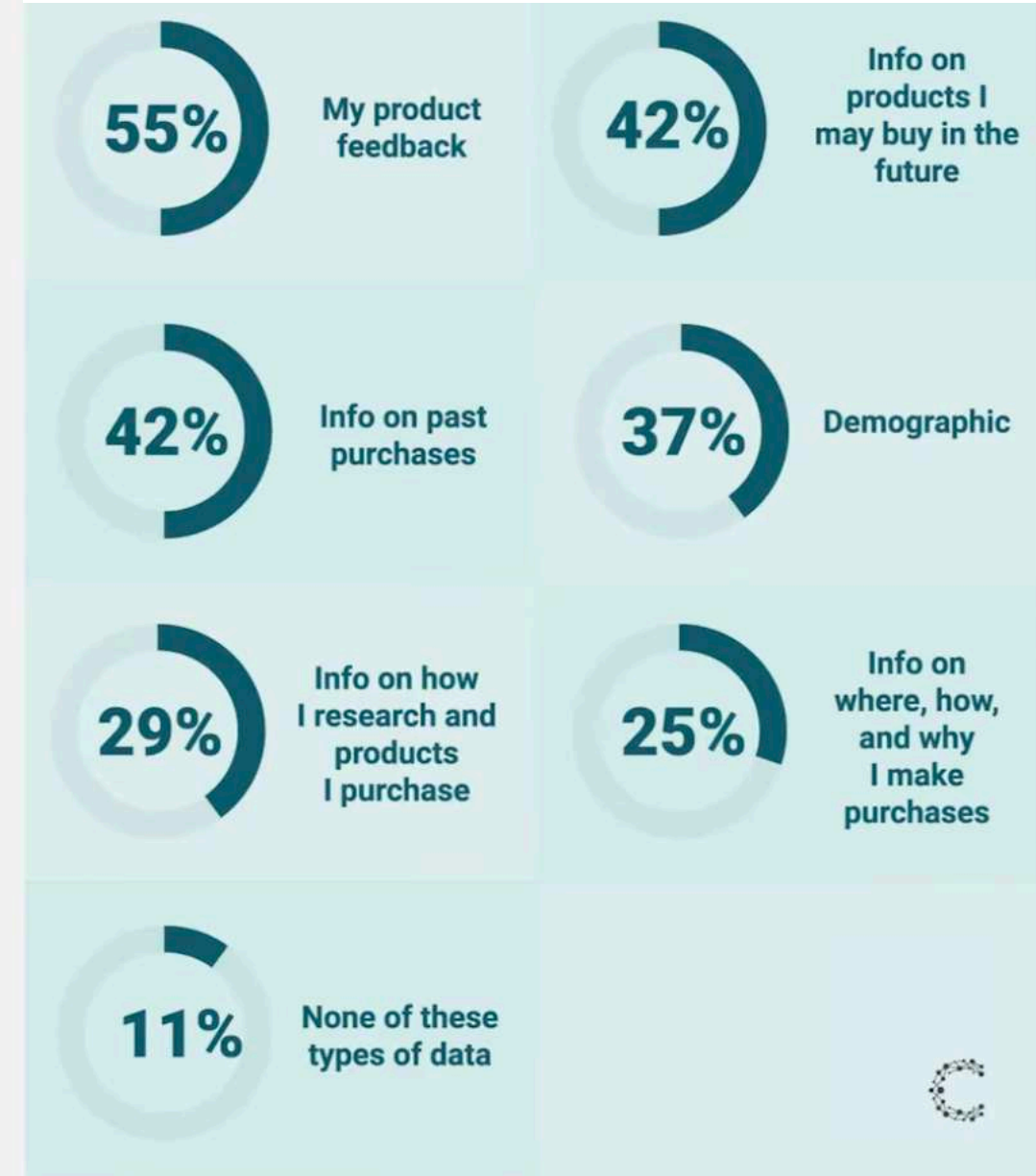


Community

2. What data will consumers offer-up?

When considering the new value exchange economy, the types of data brands need from consumers revolves around purchase intent, product feedback and other psychographic insights. This is **zero-party data** and cannot be deduced by behavior or technology. It's freely offered directly from the consumers themselves.

More than half of US consumers are happy to share the products they intend to purchase in the future - gold for marketers.





En Diciembre de 2019 Delphia lanzo una infraestructura para la monetización de datos. La startup ayuda a las personas a monetizar los datos invirtiéndolos en la bolsa de Valores.

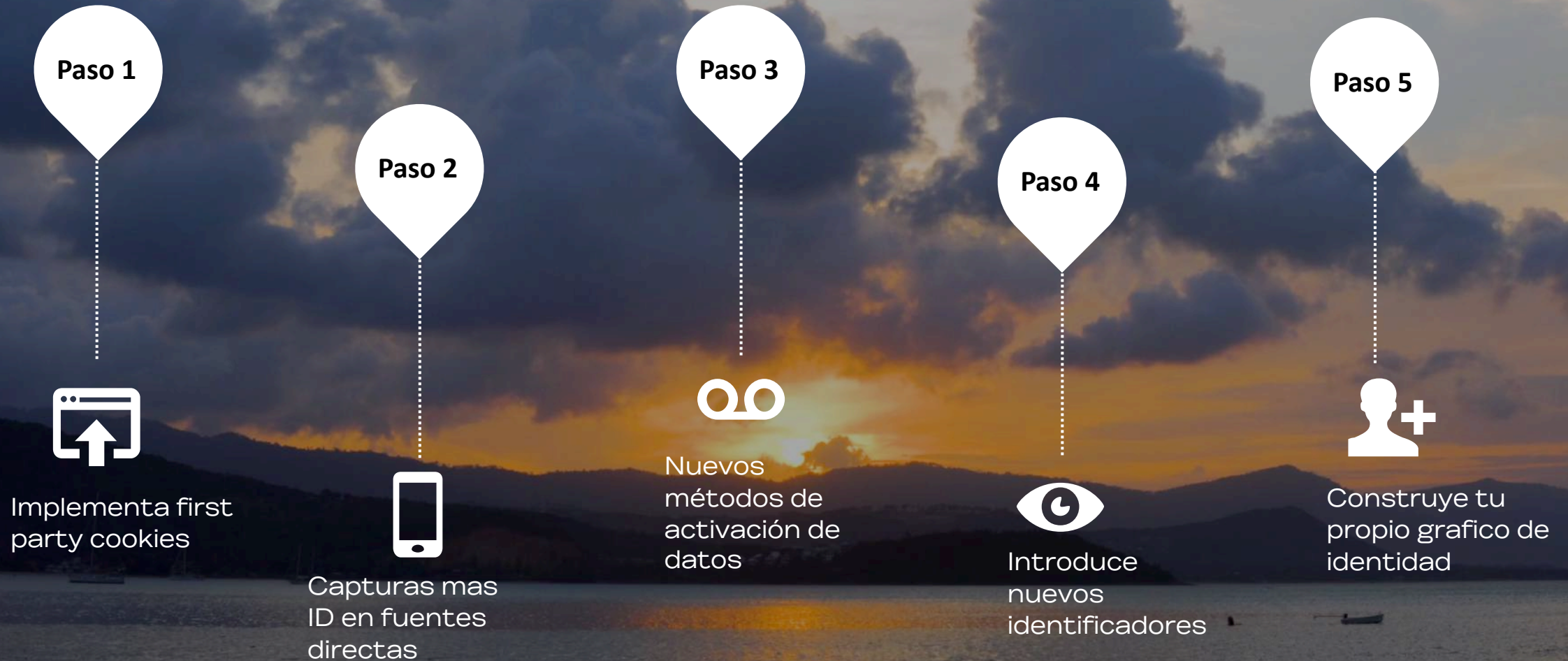


Ozone AI, ofrece una nueva estructura que brinda a los consumidores control total sobre cuándo y cómo se venden sus datos, eliminando a los intermediarios y permitiendo a los consumidores vender sus datos personales directamente a los anunciantes.



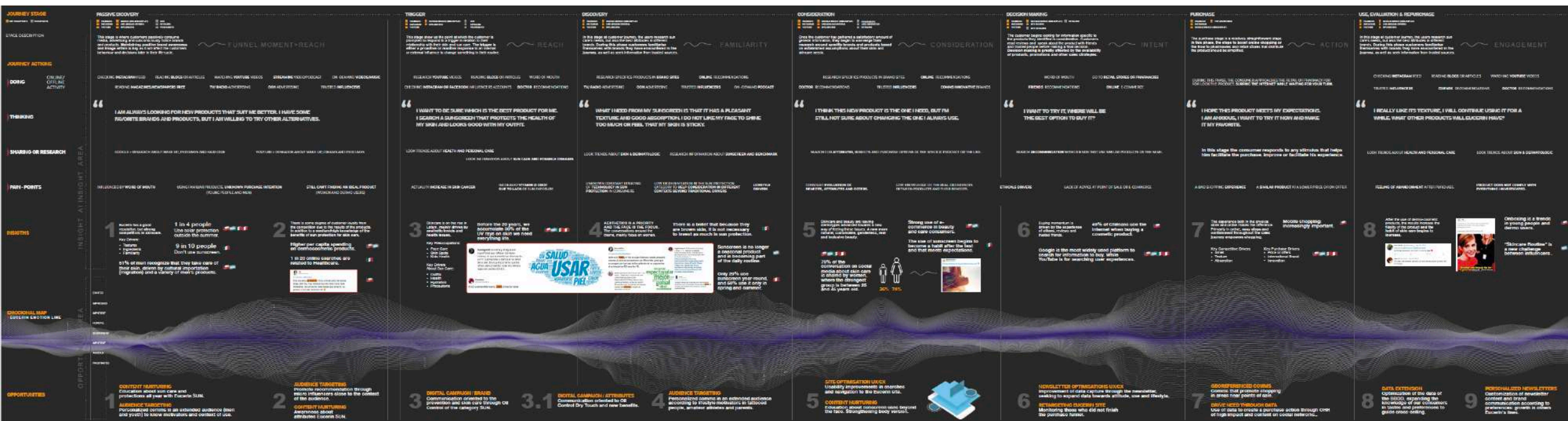
Loomia apuesta por la economía de cambio dando protagonismo y autoridad a los usuarios. La etiqueta recopila y almacena información como la frecuencia y duración de uso, número de lavados y condiciones ambientales, que el usuario luego puede optar por compartir con los fabricantes y canjear como beneficios en block chain.

Como prepararnos para un mundo restringido de cookies?



5

**Profundizar en la experiencia
cliente - marca
(CRM /DCM como medio)**



JOURNEY STAGE

KEY TOUCHPOINTS TOUCHPOINTS

STAGE DESCRIPTION

JOURNEY ACTIONS

DOING

ONLINE/
OFFLINE
ACTIVITY

THINKING

SHARING OR RESEARCH

PAIN - POINTS

INSIGHTS

EMOCIONAL MAP

EUCERIN EMOTION LINE

OPPORTUNITIES

PASSIVE DISCOVERY

FACEBOOK SEARCH (SEO-SEM DISPLAY) OWN
INSTAGRAM RETAILERS PROGRAMMATIC
YOUTUBE INFLUENCERS

This stage is where customers passively consume media, advertising and subconsciously notice brands and products. Maintaining positive brand awareness and image within is key as it will affect the customers behaviour and decisions later in their life-cycle.

FUNNEL MOMENT>REACH

CHECKING INSTAGRAM FEED READING BLOGS OR ARTICLES WATCHING YOUTUBE VIDEOS STREAMING VIDEO/PODCAST ON-DEMAND VIDEOS/MUSIC

READING MAGAZINES/NEWSPAPERS FREE TV/ RADIO ADVERTISING OOH ADVERTISING TRUSTED INFLUENCERS

“

I AM ALWAYS LOOKING FOR NEW PRODUCTS THAT SUIT ME BETTER. I HAVE SOME FAVORITE BRANDS AND PRODUCTS, BUT I AM WILLING TO TRY OTHER ALTERNATIVES.

GOOGLE > RESEARCH ABOUT MAKE UP, PERFUMES AND HAIR CARE YOUTUBE > RESEARCH ABOUT MAKE UP, CREAMS AND PERFUMES

INFLUENCED BY WORD OF MOUTH USING FAMILIAR PRODUCTS, UNKNOWN PURCHASE INTENTION (YOUNG PEOPLE AND MEN) STILL CAN'T FINDING AN IDEAL PRODUCT (WOMEN AND DERMO USERS)

1

Eucerin has a good reputation, but strong competitors in skincare.
Key Drivers:
• Textures
• Ingredients
• Familiarity

51% of men recognize that they take care of their skin, driven by cultural importation (migration) and a variety of men's products.

1 in 4 people
Use solar protection outside the summer.

9 in 10 people
Don't use sunscreen.

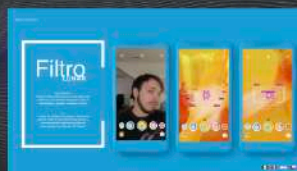


2

There is some degree of customer loyalty from the competition due to the results of the products. In addition to a medium/high knowledge of the benefits of sun protection for skin care.

Higher per capita spending on dermocosmetic products.

1 in 20 online searches are related to Healthcare.



1

CONTENT NURTURING
Education about sun care and protections all year with Eucerin SUN.

AUDIENCE TARGETING
Personalized comms in an extended audience (men and youth) to know motivators and context of use.

2

AUDIENCE TARGETING
Promote recommendation through micro influencers close to the context of the audience.

CONTENT NURTURING
Awareness about attributes Eucerin SUN.

TRIGGER

FACEBOOK SPONSORED SEARCH (SEM DISPLAY) OWN
INSTAGRAM INFLUENCERS RETAILERS
YOUTUBE PROGRAMMATIC

This stage show us the point at which the customer is prompted to respond to a trigger in relation to their relationship with their skin and sun care. The trigger is either a proactive or reactive response to an internal or external influence to change something in their routine.

REACH

RESEARCH YOUTUBE VIDEOS READING BLOGS OR ARTICLES WORD OF MOUTH

CHECKING INSTAGRAM OR FACEBOOK INFLUENCERS ACCOUNTS DOCTOR RECOMMENDATIONS

“

I WANT TO BE SURE WHICH IS THE BEST PRODUCT FOR ME. I SEARCH A SUNSCREEN THAT PROTECTS THE HEALTH OF MY SKIN AND LOOKS GOOD WITH MY OUTFIT.

LOOK TRENDS ABOUT HEALTH AND PERSONAL CARE LOOK INFORMATION ABOUT SUN CARE AND POSSIBLE DISEASES

ACTUALITY INCREASE IN SKIN CANCER INCREASED VITAMIN D DROP DUE TO LACK OF SUN EXPOSURE

3

Skincare is on the rise in Latam, mainly driven by aesthetic trends and health issues.

Key Preoccupations:

- Face Care
- Skin Spots
- Kids Health

Key Drivers About Sun Care:

- Outfits
- Health
- Hydration
- Precautions

Before the 20 years, we accumulate 80% of the UV rays on skin we need everything life.



3

DIGITAL CAMPAIGN / BRAND
Communication oriented to the prevention and skin care through Oil Control of the category SUN.

3.1

DIGITAL CAMPAIGN / ATTRIBUTES
Communication oriented to Oil Control Dry Touch and new benefits.



4

AUDIENCE TARGETING
Personalized comms in an extended audience according to lifestyle motivators in tattooed people, amateur athletes and parents.



DISCOVERY

FACEBOOK SPONSORED SEARCH (SEM DISPLAY) OWN
INSTAGRAM RETAILERS PROGRAMMATIC
YOUTUBE INFLUENCERS

In this stage at customer journey, the users research sun care's needs, but also the best attributes in different brands. During this phase customers familiarise themselves with brands they have encountered in the journey, as well as seek information from trusted sources.

FAMILIARITY

RESEARCH SPECIFICS PRODUCTS IN BRAND SITES ONLINE RECOMMENDATIONS

TV/ RADIO ADVERTISING OOH ADVERTISING TRUSTED INFLUENCERS ON-DEMAND PODCAST

“

WHAT I NEED FROM MY SUNSCREEN IS THAT IT HAS A PLEASANT TEXTURE AND GOOD ABSORPTION. I DO NOT LIKE MY FACE TO SHINE TOO MUCH OR FEEL THAT MY SKIN IS STICKY.

LOOK TRENDS ABOUT SKIN & DERMATOLOGIC RESEARCH INFORMATION ABOUT SUNSCREEN AND BENCHMARK

UNKNOWN CONSTANT UPDATING OF TECHNOLOGY IN SUN PROTECTION IN CONSUMERS LOW DIFFERENTIATION IN THE SUN PROTECTION CATEGORY TO HELP CONSIDERATION IN DIFFERENT CONTEXTS BEYOND TRADITIONAL DRIVERS LIFESTYLE DRIVERS

4 AESTHETICS IS A PRIORITY AND THE FACE IS THE FOCUS. The conversations around the theme, mainly focus on women.

There is a belief that because they are brown skin, it is not necessary to invest as much in sun protection.



Sunscreen is no longer a seasonal product and is becoming part of the daily routine.

Only 20% use sunscreen year-round, and 59% use it only in spring and summer.



El equipo correcto



Liderazgo 2021 & +



Analytics

Data Scientist, Analytics
Matemáticas & Ciencia



IT team

Ingenieros, data
& desarrolladores



Medios & Comunicaciones

Especialista de medios
Equipo de comunicaciones



Experiencia

CX, UX,
Automatización, CRM

TAKE AWAY

A

- Hoy el marketing es + especializado que nunca
- No hay receta, si consideraciones dependiendo de tu verdad
- Todas las empresas son diferentes
- Vivimos en una era de mayor privacidad
- Tenemos + datos + plataformas + posibilidades
- Necesitamos una nueva forma de trabajar – nuevos liderazgos

B

- Madurez digital
- En que etapa del “funnel” estas trabajando?
- Construir una verdad única de tu cliente
- Repensar nuestro ecosistema
- Construye tu propio grafico de identidad
- Profundizar en la experiencia (viajes & micro-momentos)
- Equipo Correcto



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Muchas gracias

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