



>triario

www.inboundmarketingsummit.co

elkinecheverri.in



@eecheverri

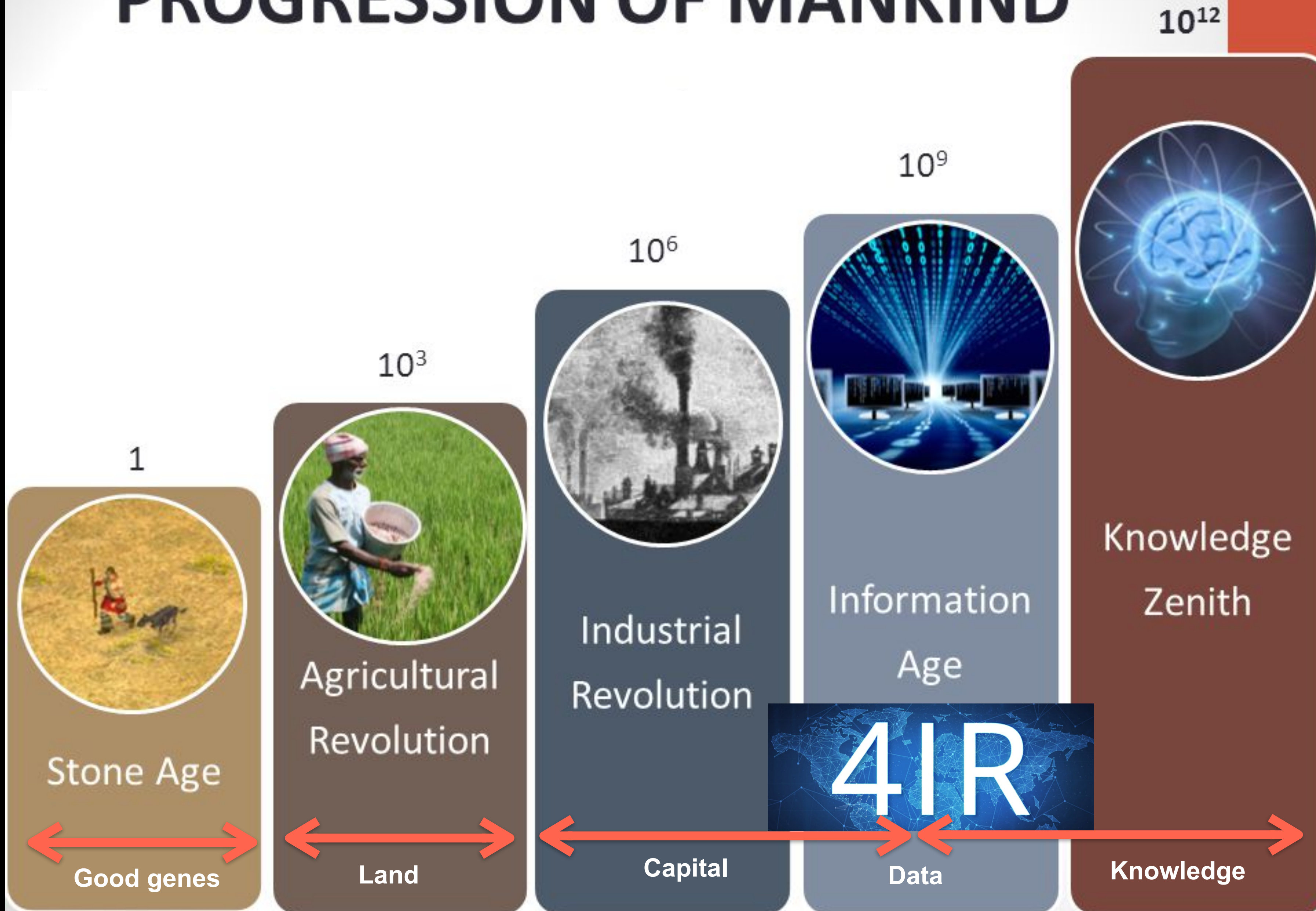
Data Drive Marketing



Nota Importante: Esta presentación emplea imágenes propiedad de terceros. Solo se realiza para efectos de divulgación o educación y no con fines comerciales. Los propietarios son indicados en cada imagen, cuando ello es posible.



PROGRESSION OF MANKIND



Zero-Sum Game



We are opponents - when I win, you lose

× Non-Zero-Sum Game



*It costs a
candle nothing
to light
another
candle.*



We are partners – we win (or lose) together

scarcity thinking

"There will never be enough"

Competes to stay on top
Hoards things from others
Won't share knowledge
Won't offer help to others
Suspicious of others
Resents competition
Afraid of being replaced
Believes times are tough
Believes the pie is shrinking
Thinks small and avoids risk
Fears change

abundance thinking

"There will always be more"

Collaborates to stay on top
Generous with others
Shares knowledge
Freely offers help to others
Trusts and builds rapport
Welcomes competition
Strives to grow
Believes the best is yet to come
Believes the pie is growing
Thinks big and embraces risk
Takes ownership of change

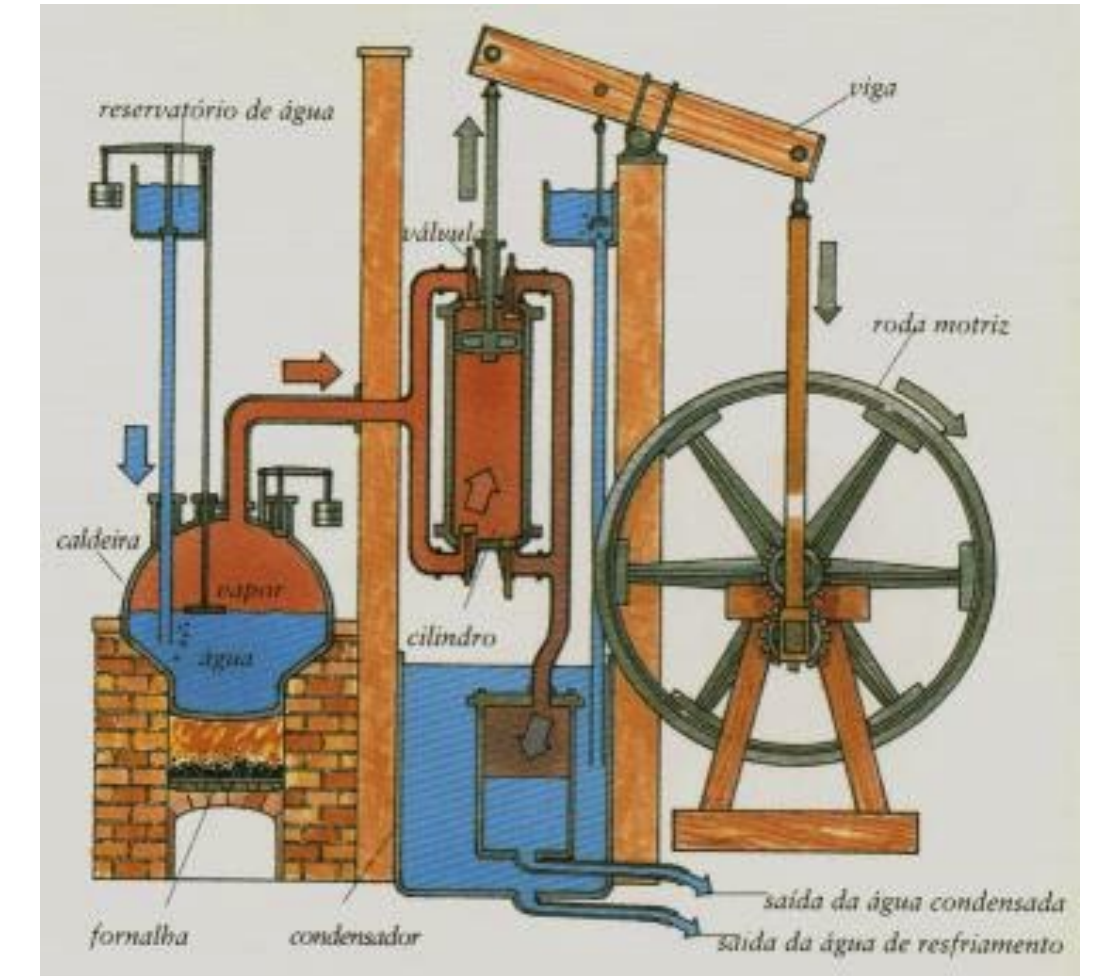
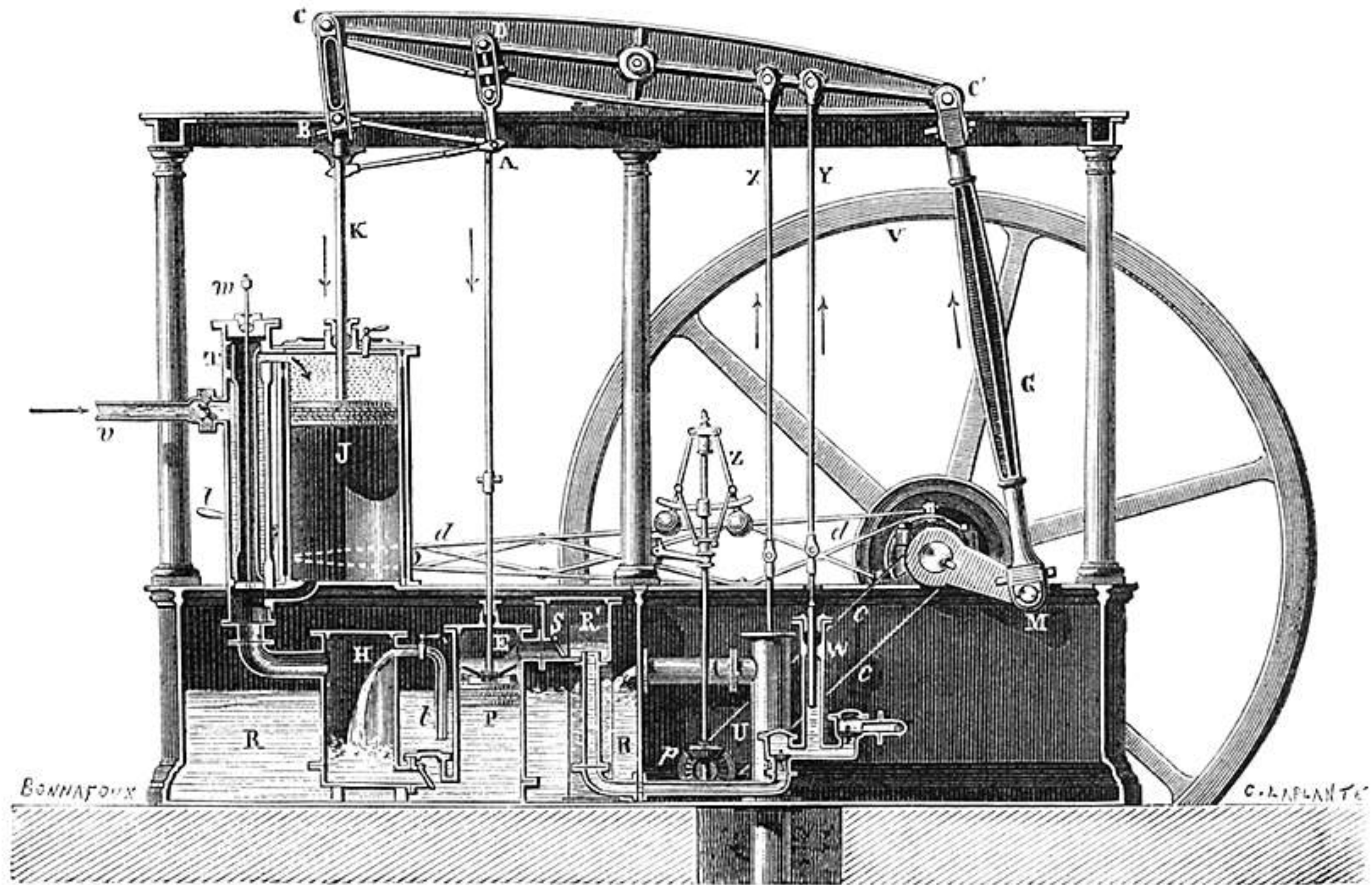
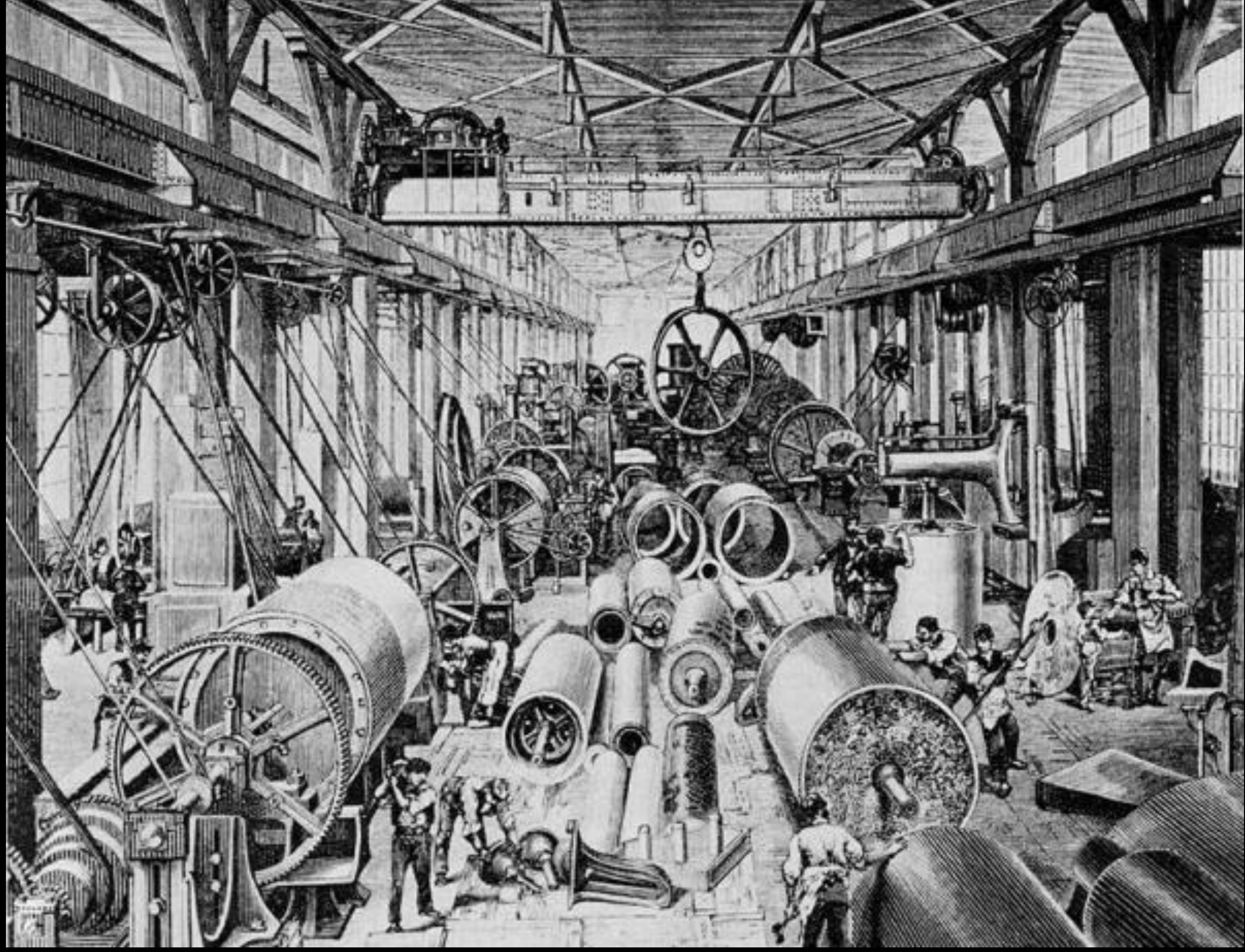
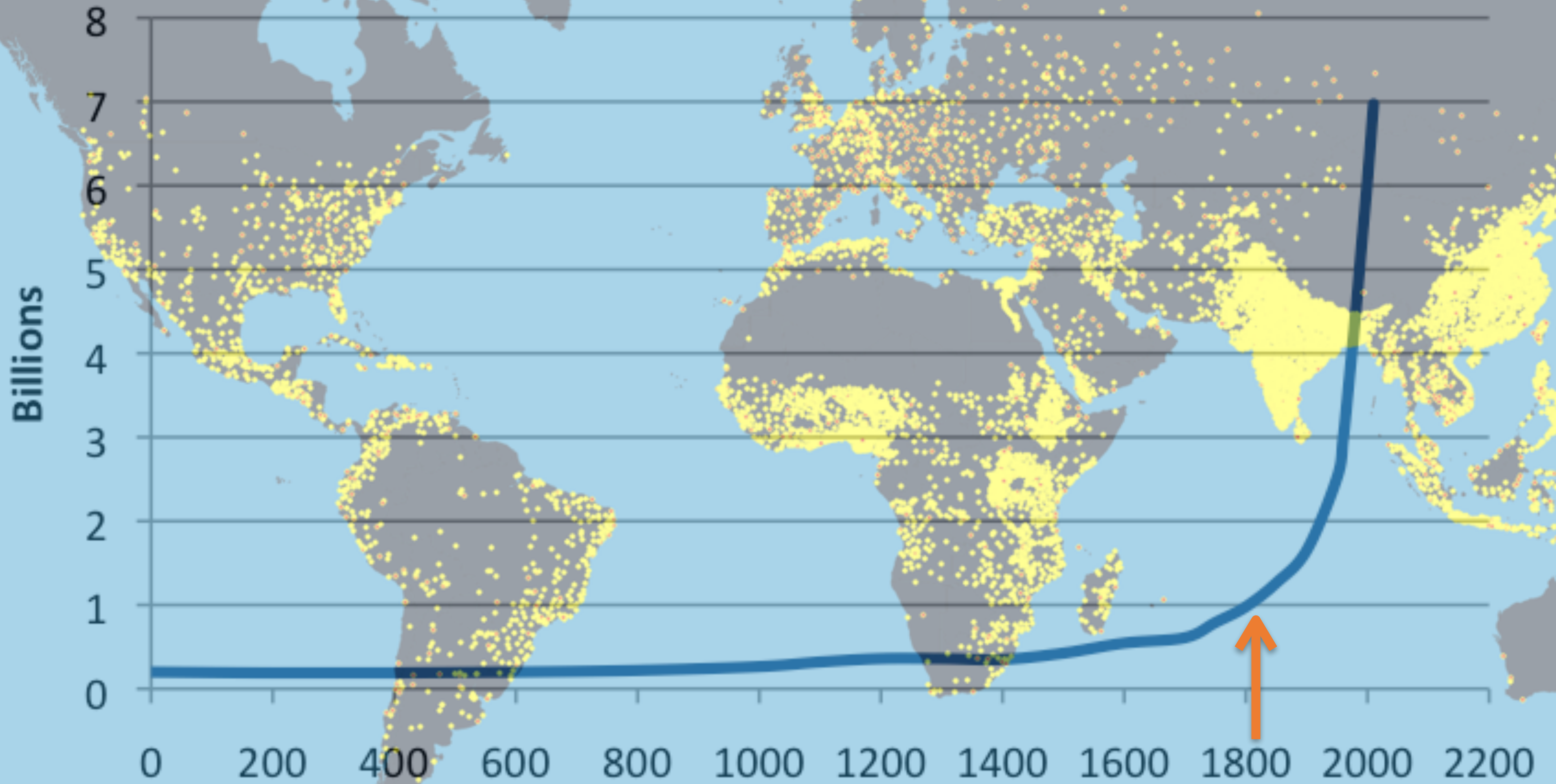


Fig. 59. — Machine à balancier de Watt.

e. Tuyau de prise de vapeur; T, tiroir; J, cylindre; H, condenseur; PE pompe d'épuisement; WY pompe alimentaire de la chaudière
 UX pompe d'alimentation de la bache R; *p* Z régulateur; *dd* excentrique; ABCD parallélogramme; GM bielle et manivelle; V volant.

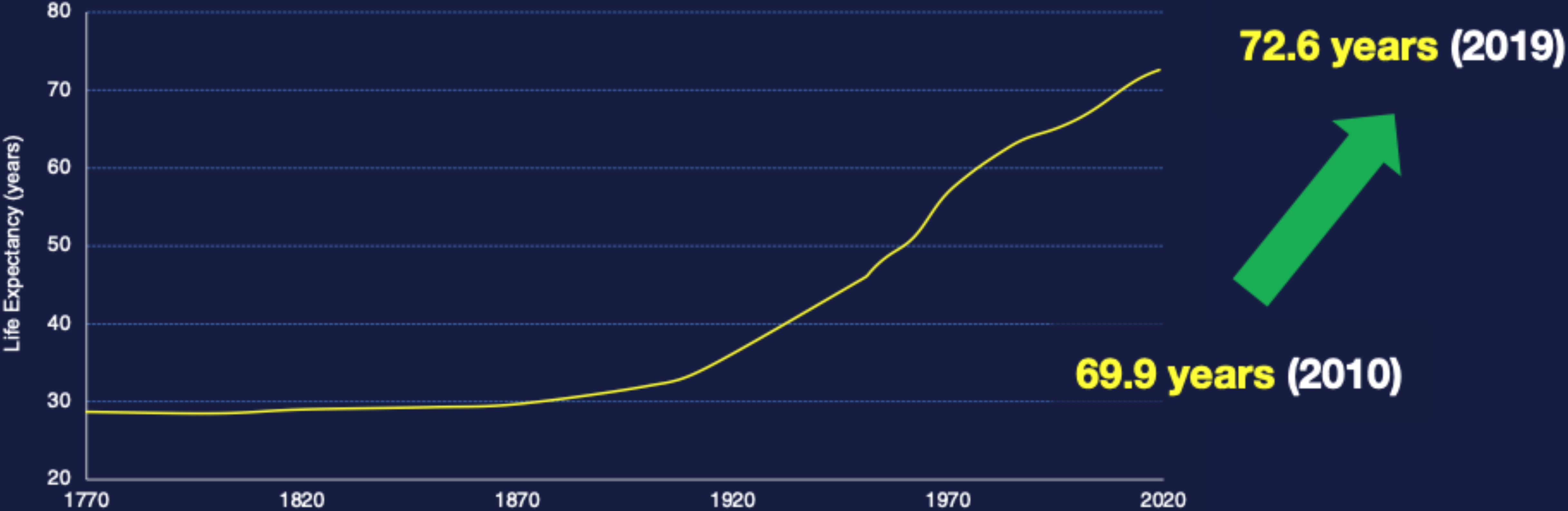


World Population



GLOBAL LIFE EXPECTANCY: MANKIND GAINED **2.7 YEARS** FROM 2010-2019

Average Global Life Expectancy

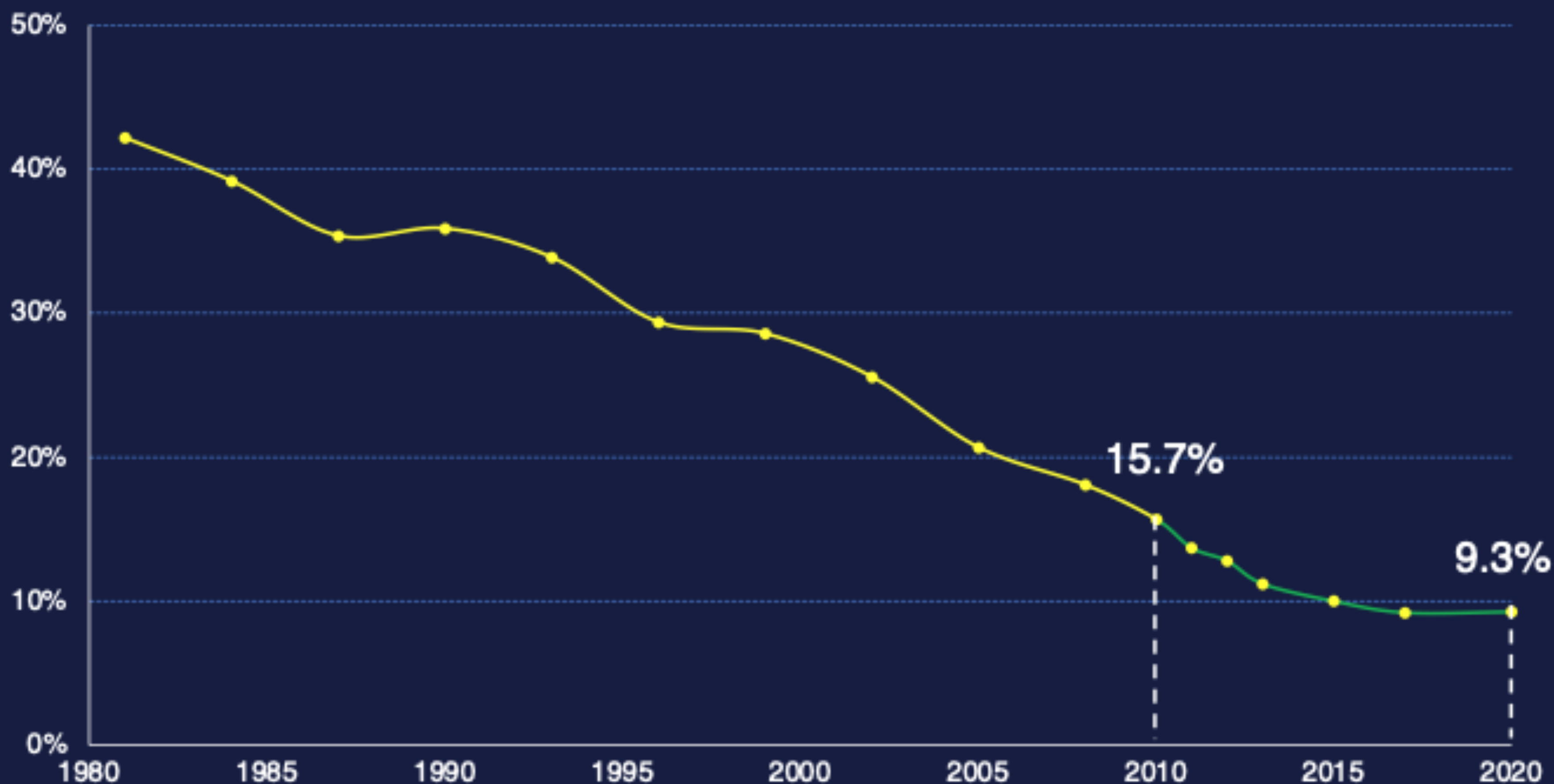


Source: Our World In Data

EXTREME POVERTY

SINCE 2010, WE CUT GLOBAL EXTREME POVERTY **NEARLY**
IN HALF

Percentage of global population in extreme poverty



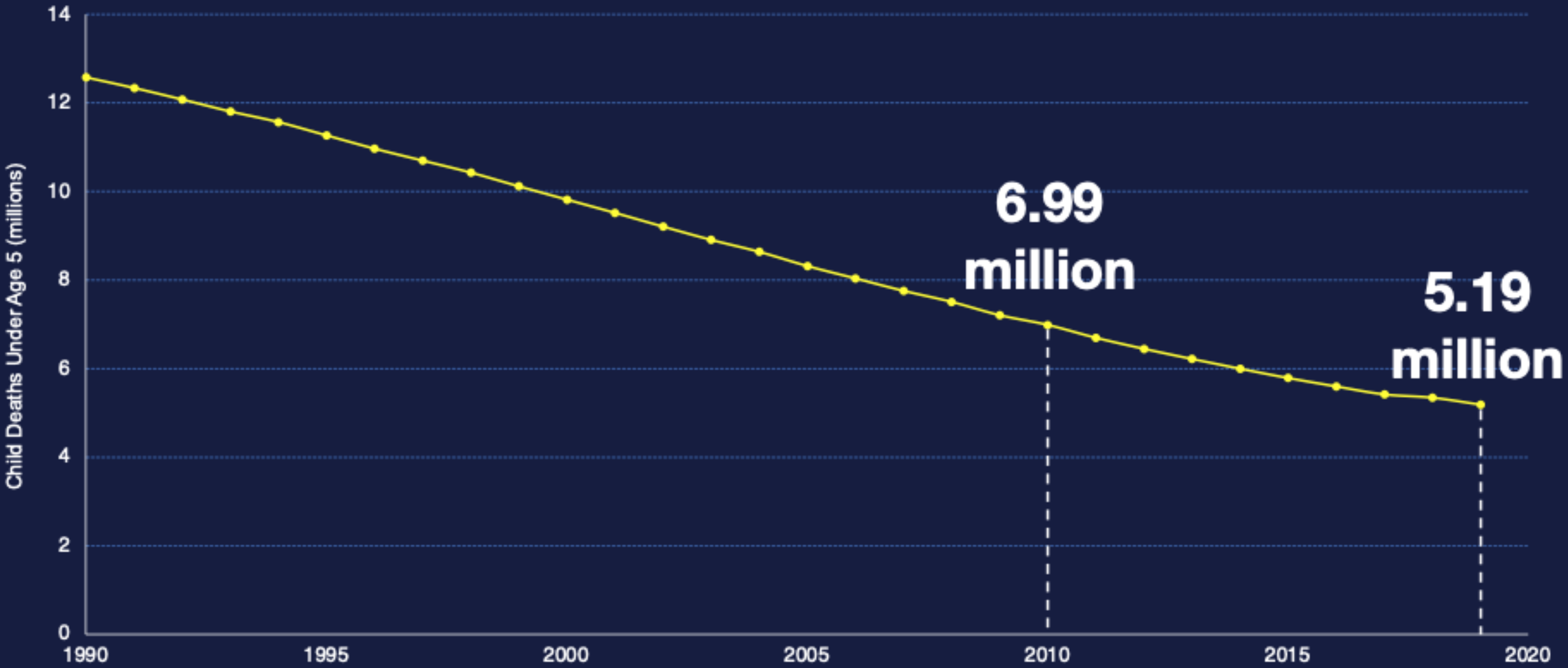
15.7% (2010)



9.3% (2020)

CHILD MORTALITY

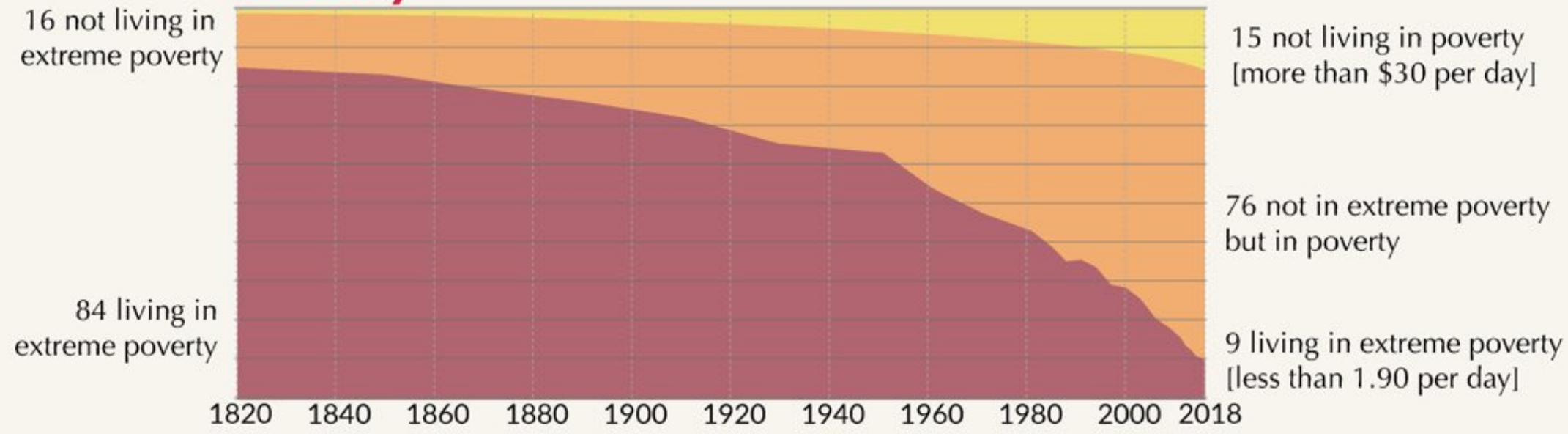
26% DECLINE IN CHILD MORTALITY (under age 5)



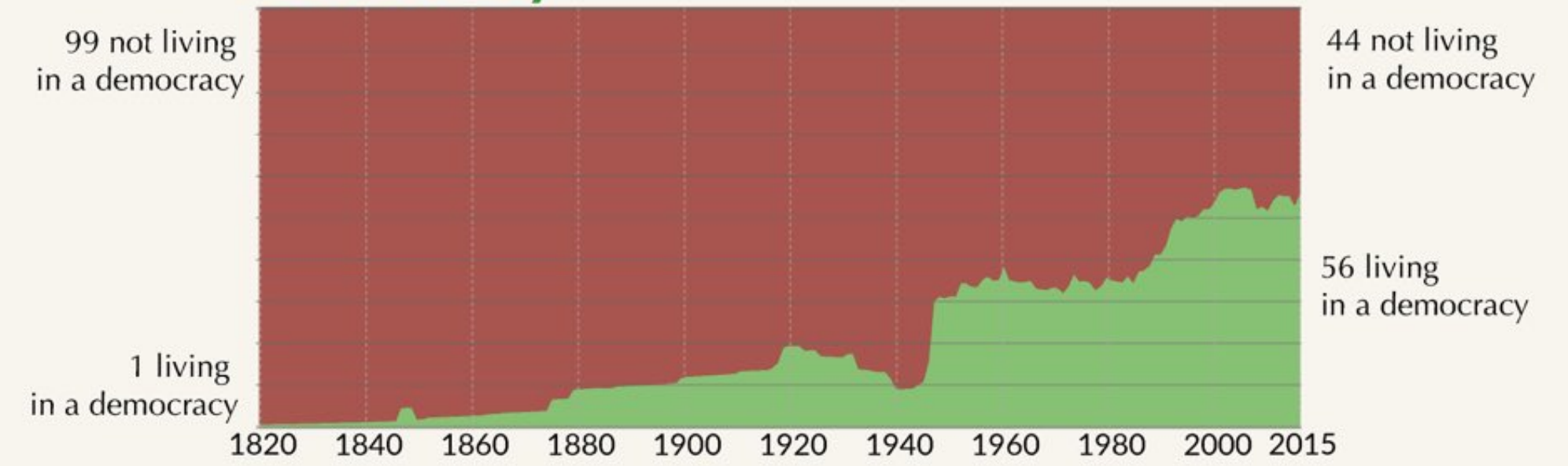
Source: United Nations, Our World In Data

The World as 100 People over the last two centuries

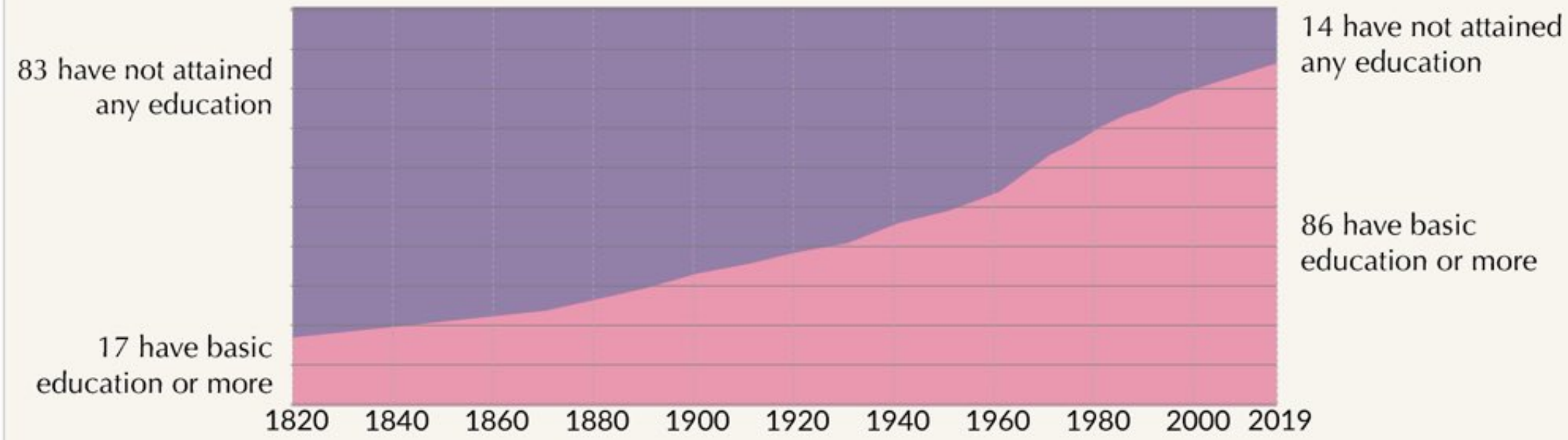
Poverty



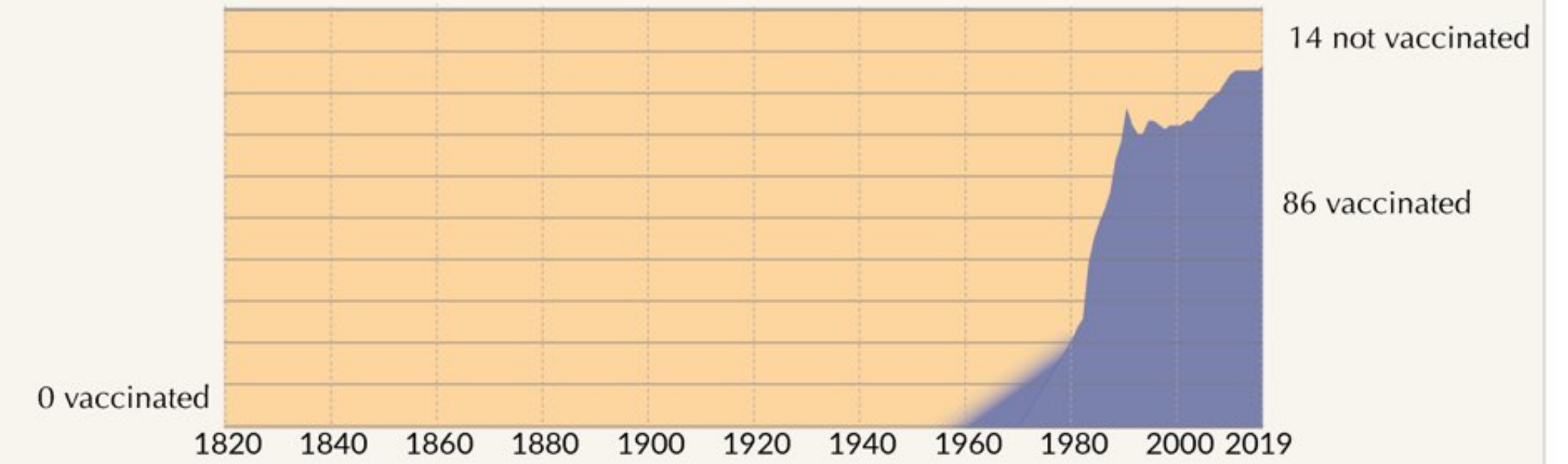
Democracy



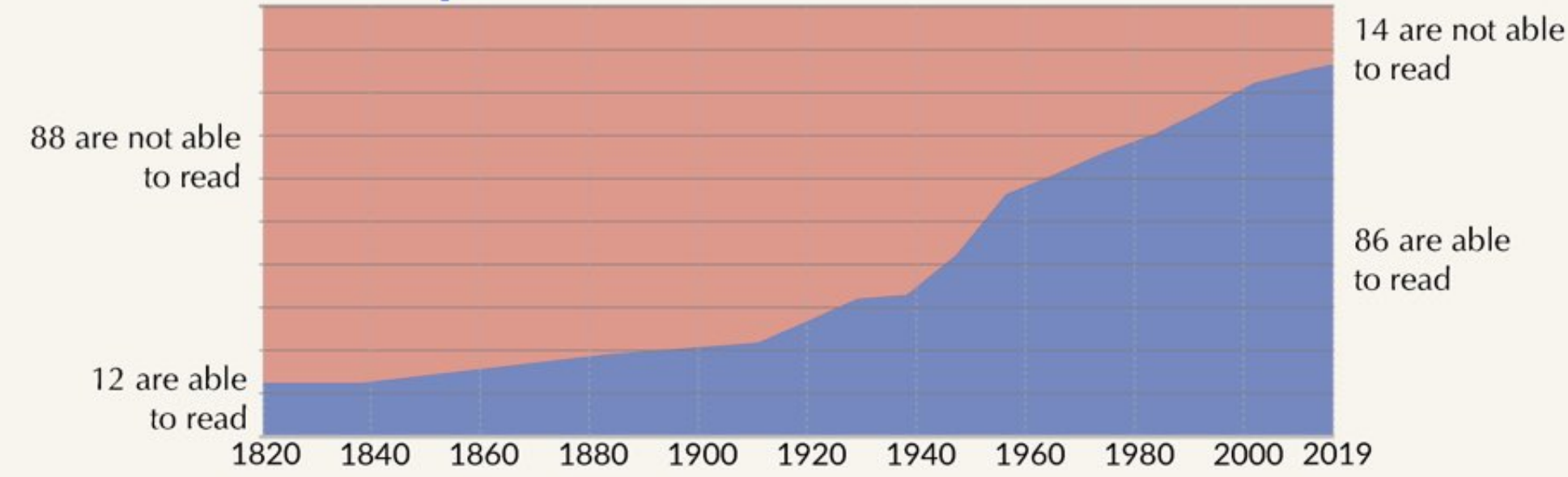
Basic Education



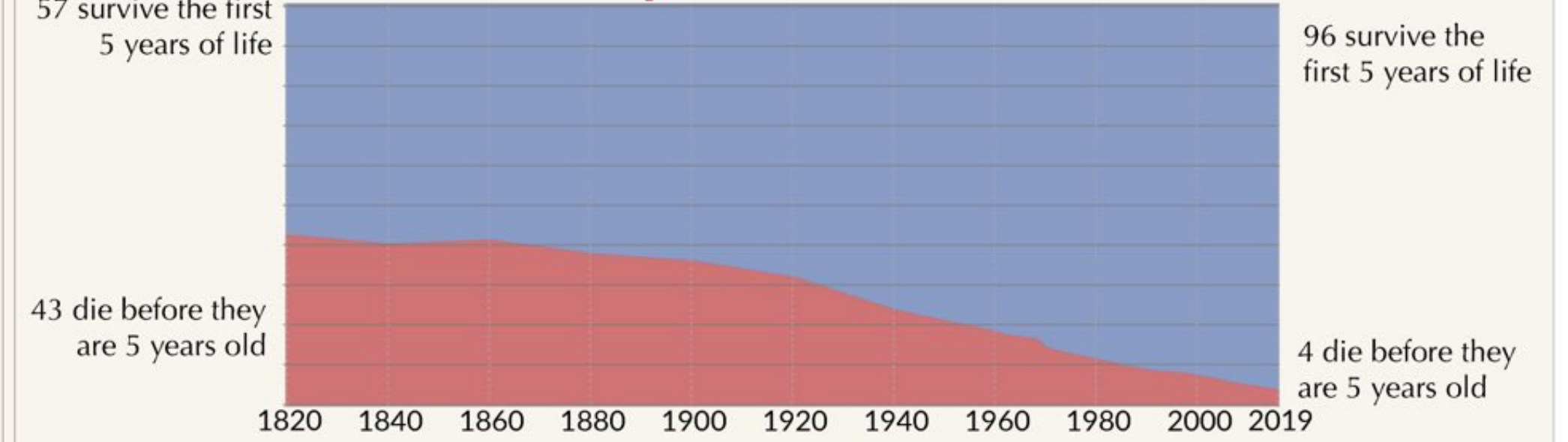
Vaccination against diphtheria, whooping cough, and tetanus



Literacy



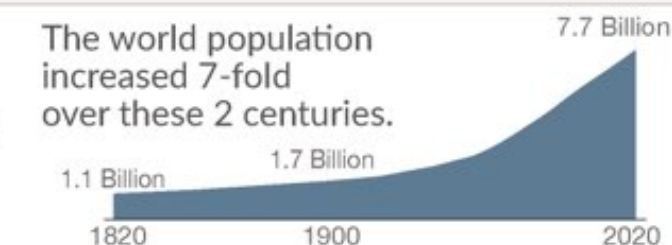
Child Mortality



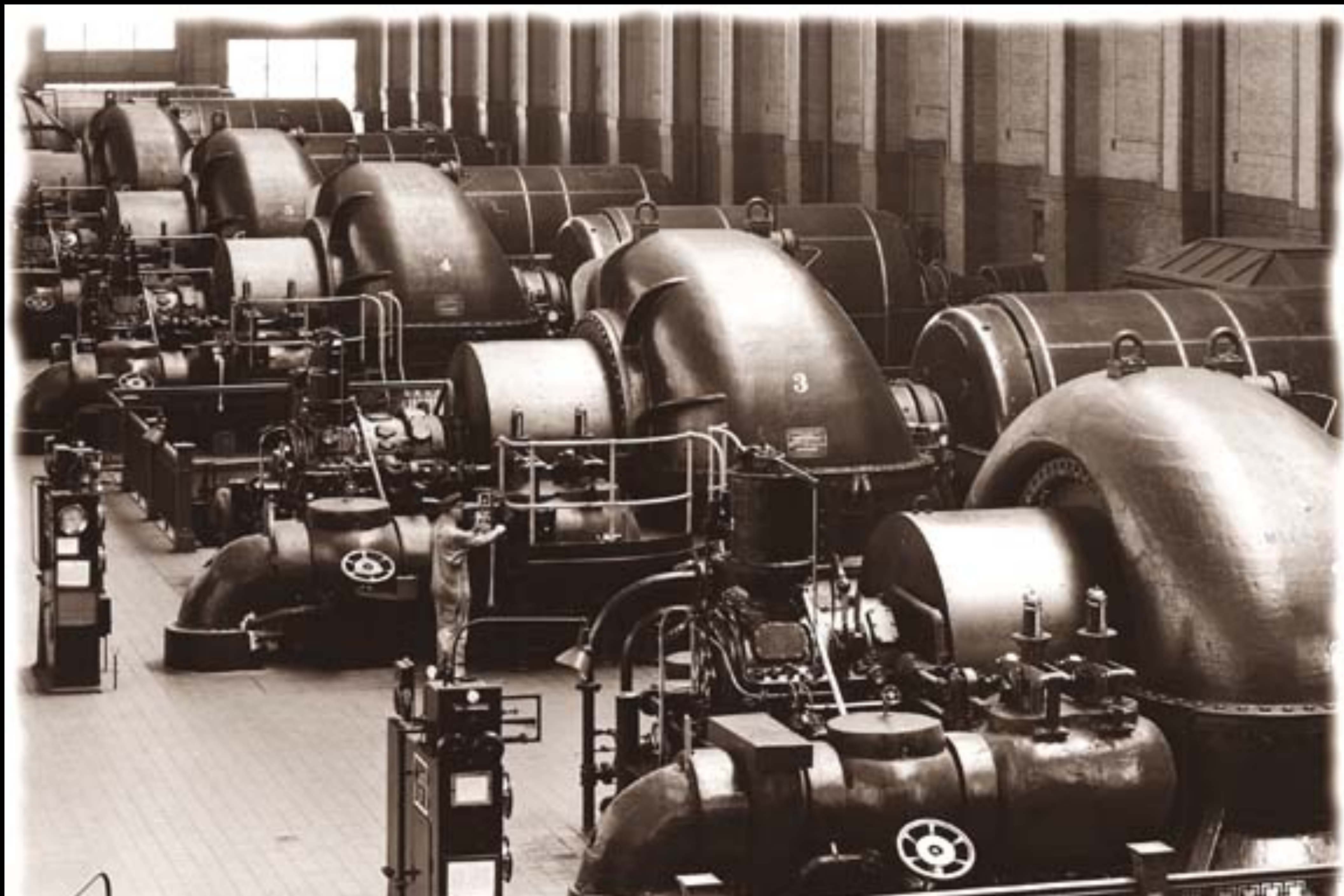
Data sources:

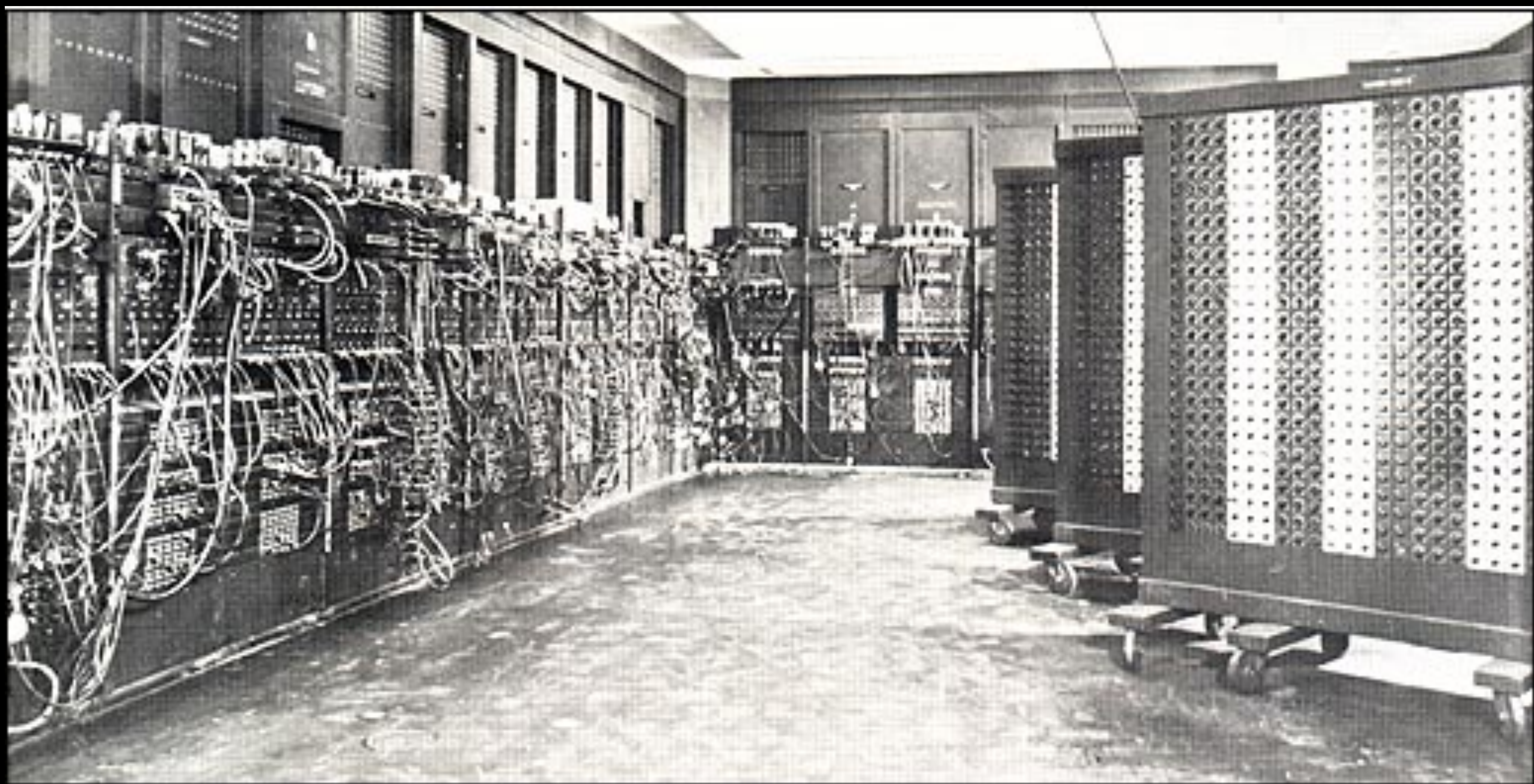
Poverty: World Bank from 1981; Bourguignon & Morrison (2002) for extreme poverty up to 1970. [All measured in international-\$ to adjust for inflation and price differences between countries]
 Education: OECD for the period 1820 to 1960. IIASA for the time thereafter.
 Literacy: OECD for the period 1820 to 1990. UNESCO for 2004 and later.

Democracy: Polity IV index (own calculation of global population share)
 Vaccination: WHO (Global data are available for 1980 to 2017 – the DPT3 vaccination was licenced in 1949) [Vaccination refers to children (ages 12-23 months) in each year and not the entire population]
 Child mortality: up to 1960 own calculations based on Gapminder; World Bank thereafter

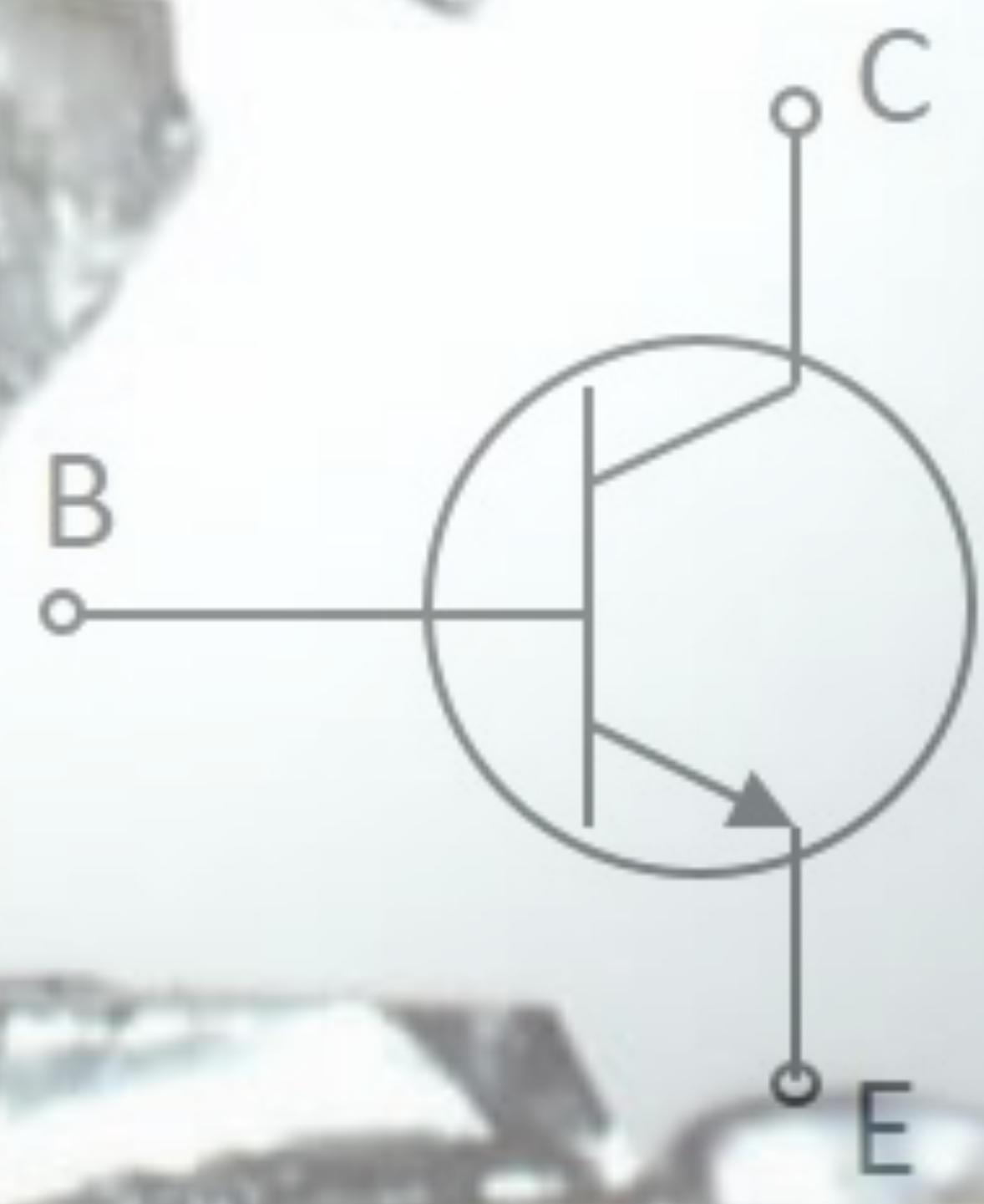
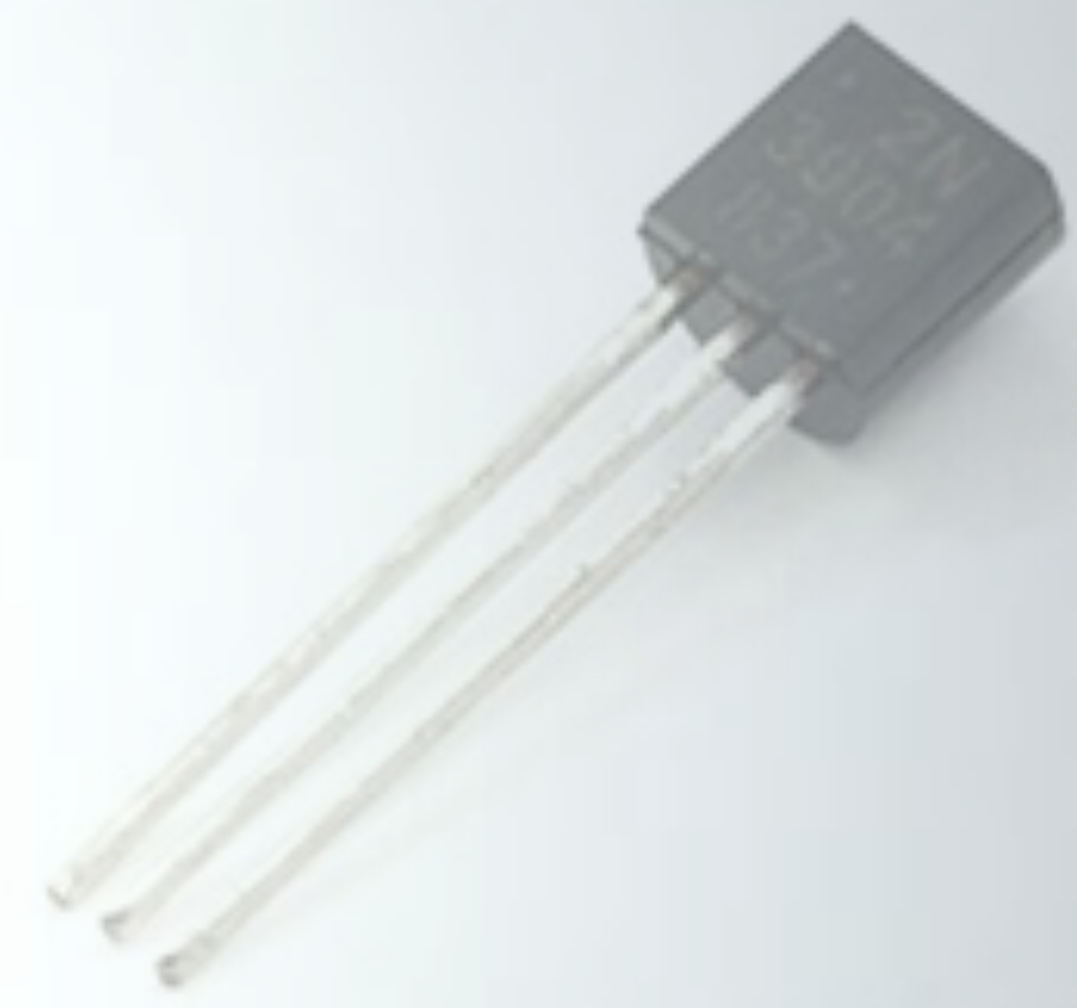
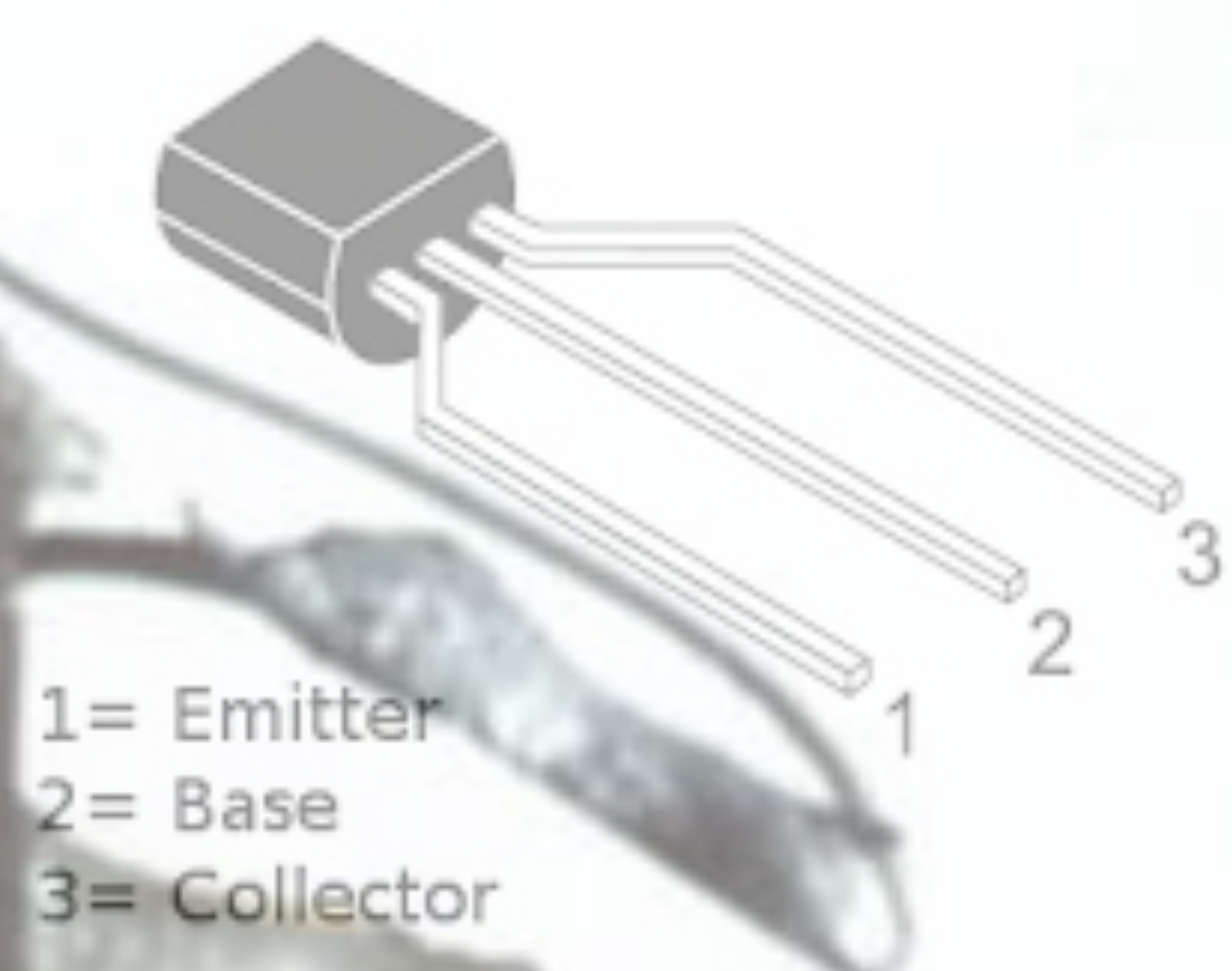
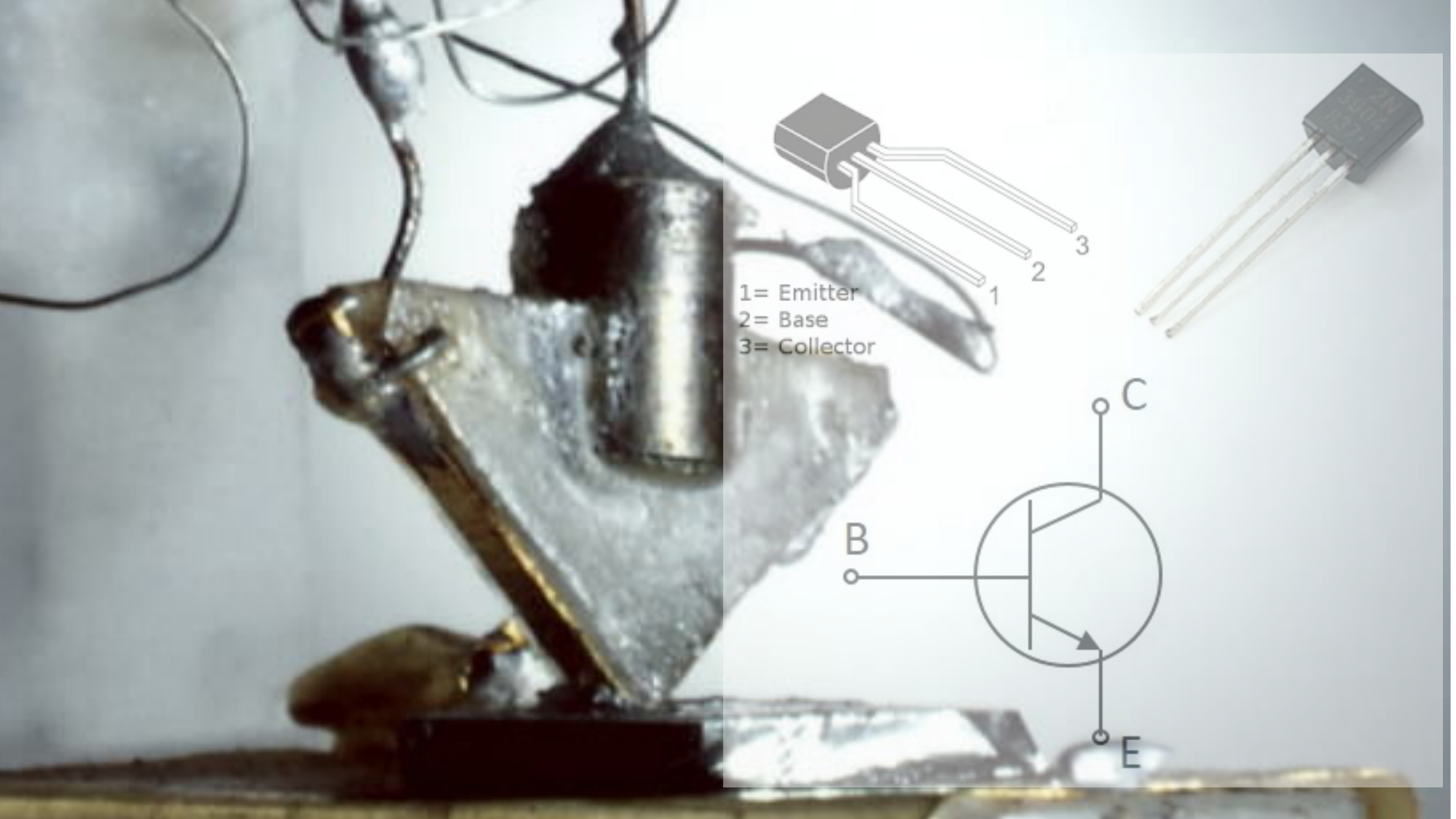


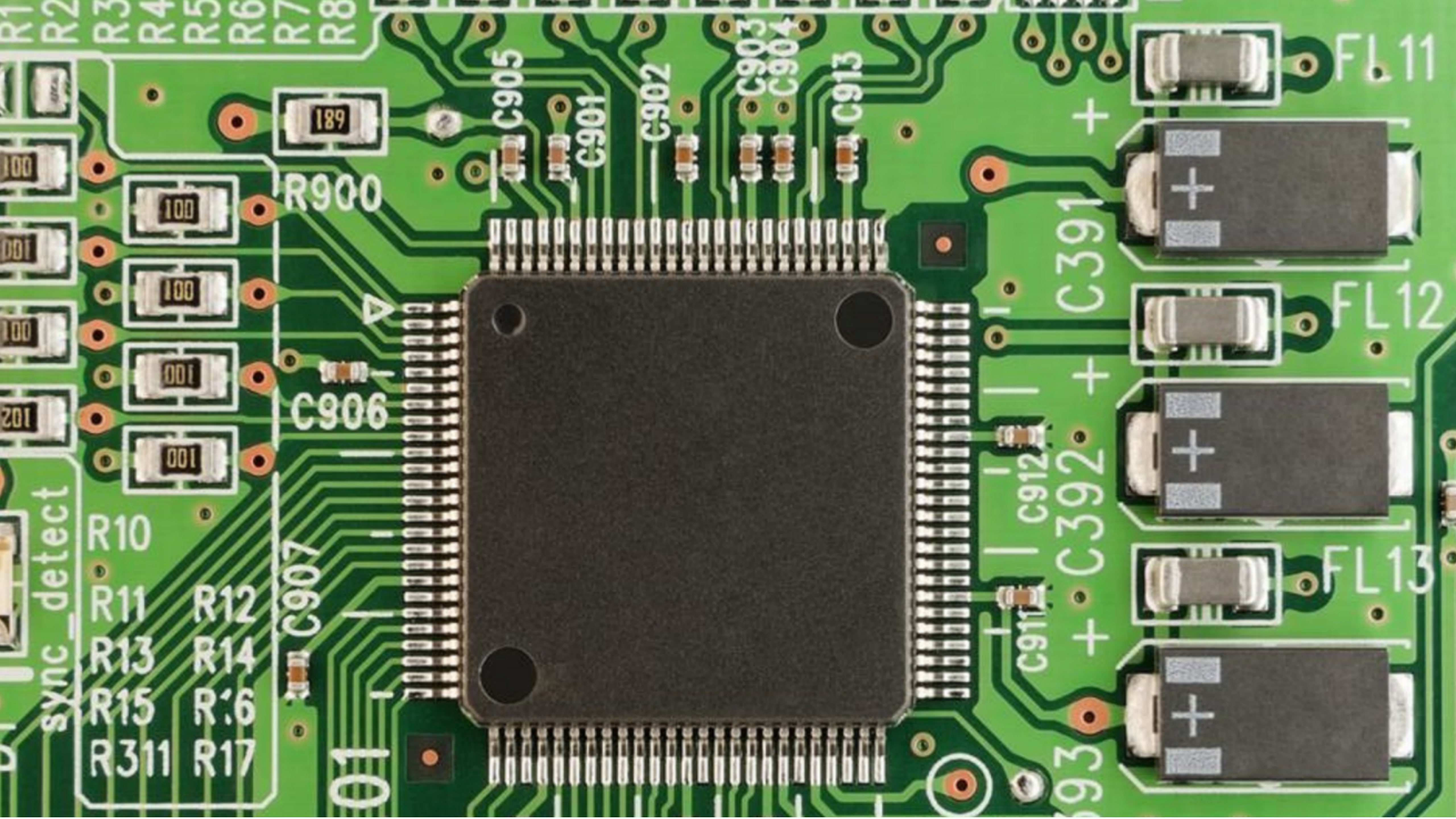
A visualization from OurWorldInData.org – the online publication that presents the research and data to make progress against the world's largest problems.





Among the first assignments given to Eniac, first all-electronics digital computer, was a knotty problem in nuclear physics. It produced the answer in two hours. One hundred engineers using conventional methods would have needed a year to solve the problem





R2
R3
R4
R5
R6
R7
R8

sync_detect

R10
R11
R12
R13
R14
R15
R16
R17
R311

C907

R900

C906

C905

C901

C902

C903

C904

C913

C911

C912

C393

C392

C391

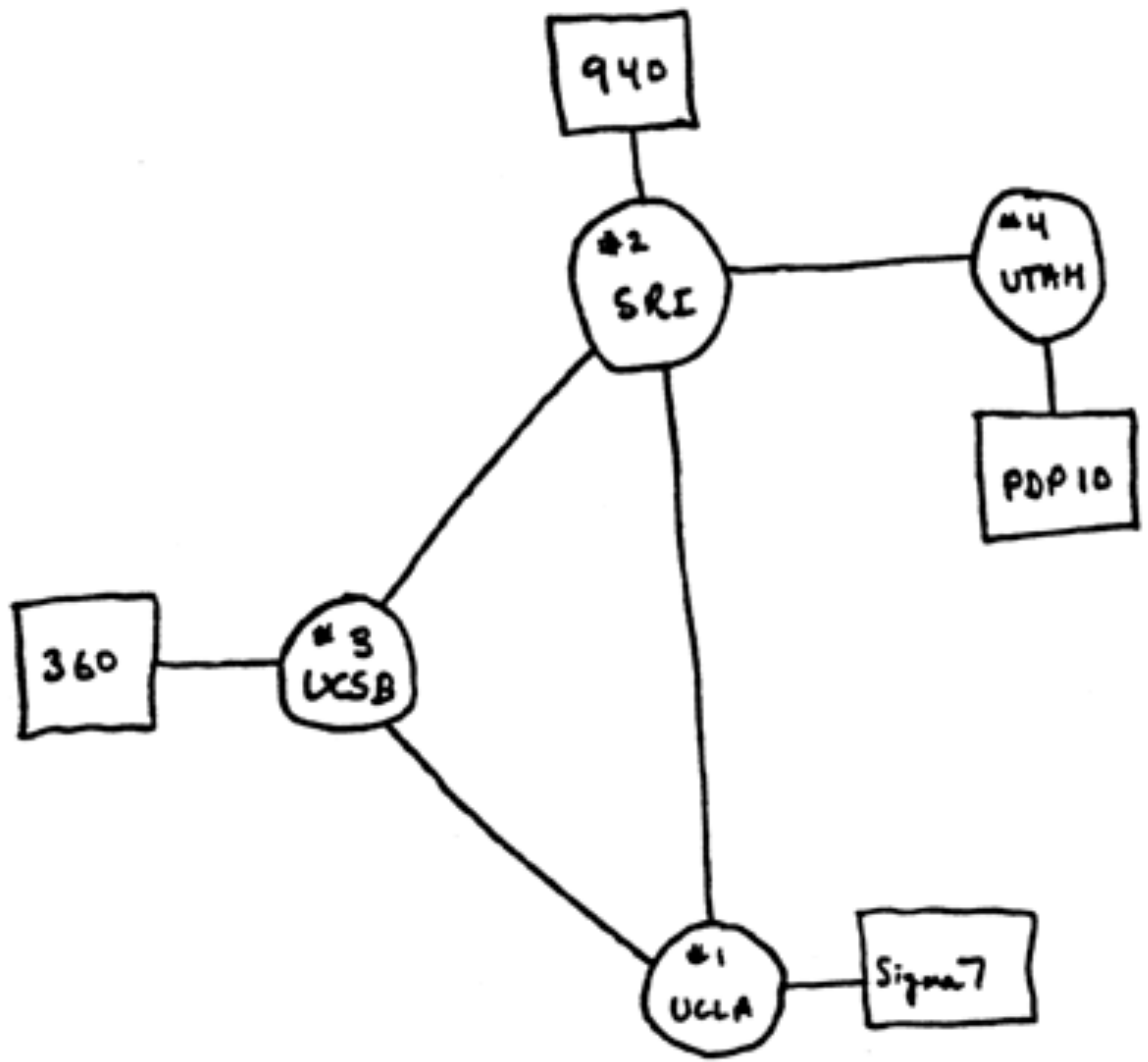
FL11

FL12

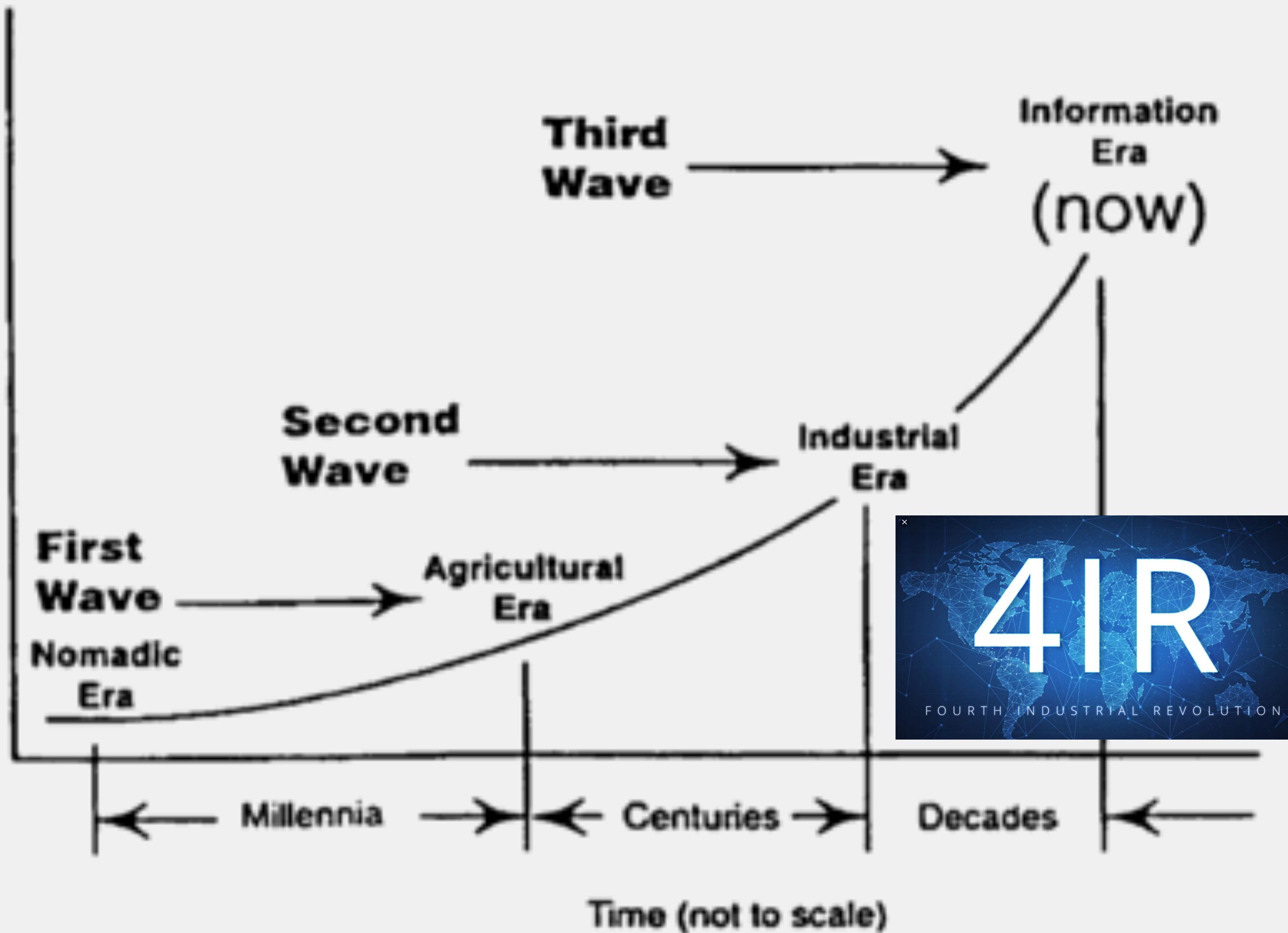
FL13

01









**The industrial revolution has
had three or four duplications
in efficiency in 200 years**

Erik Brynjolfsson & Andrew McAfee

Bureau of Economic Analysis: 1958.
Information Technology New Category

43 duplicaciones de eficiencia a 2020.

Ley de Moore

$$2^{43} = 8.796.093.022.208$$

Change Rate



Industrial Revolutions

Toffler's Three Waves



Hunter - Gatherer Cultures

First Wave Agriculture

Second Wave Industry

Third Wave Information

Fourth Wave Knowledge

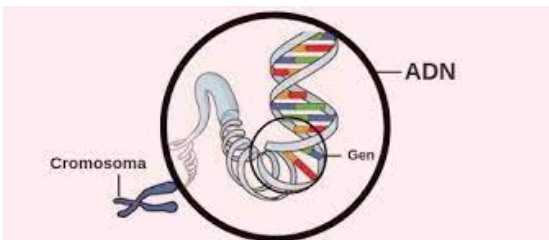
Now

Today

4IR 2007

Periods of dislocation

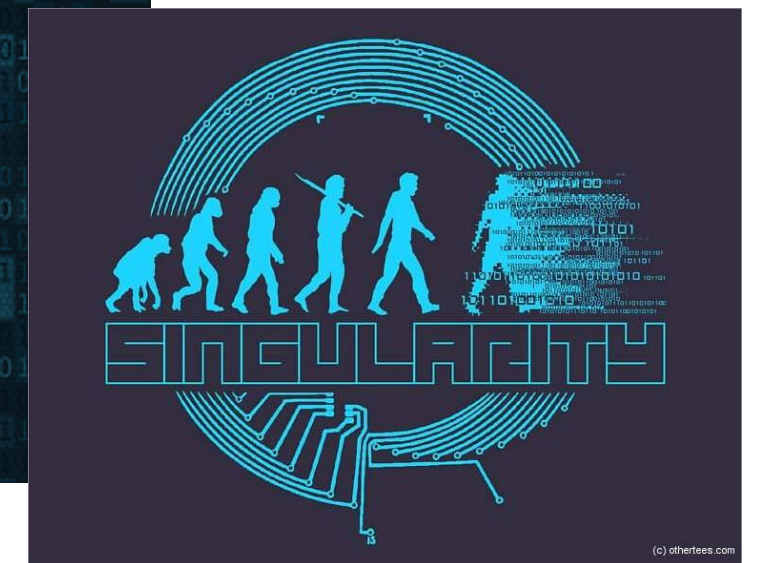
1650 1750 1950 2000



Millennia

Centuries

Decades





4IR

FOURTH INDUSTRIAL REVOLUTION

Internet of things

IOT





BLOCKCHAIN

TECHNOLOGY

The image features a dark blue background with a complex, glowing digital pattern. A large, semi-transparent circular structure is centered, composed of concentric rings of light blue and white dots connected by thin lines, resembling a network or data flow. The text "BIG DATA" is prominently displayed in the center in a bold, white, sans-serif font. The overall aesthetic is high-tech and data-driven.

BIG DATA



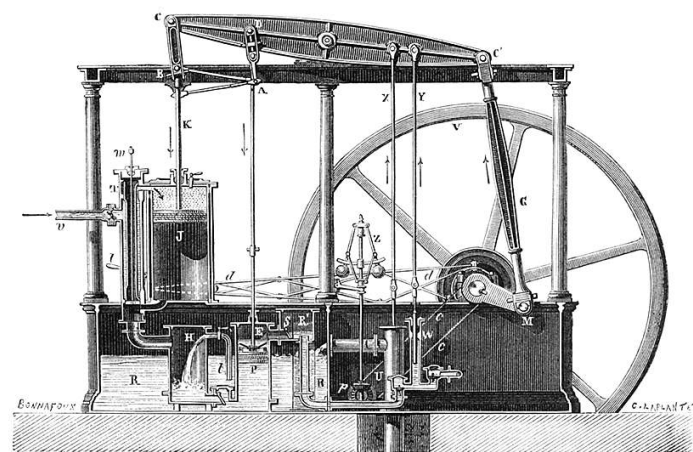
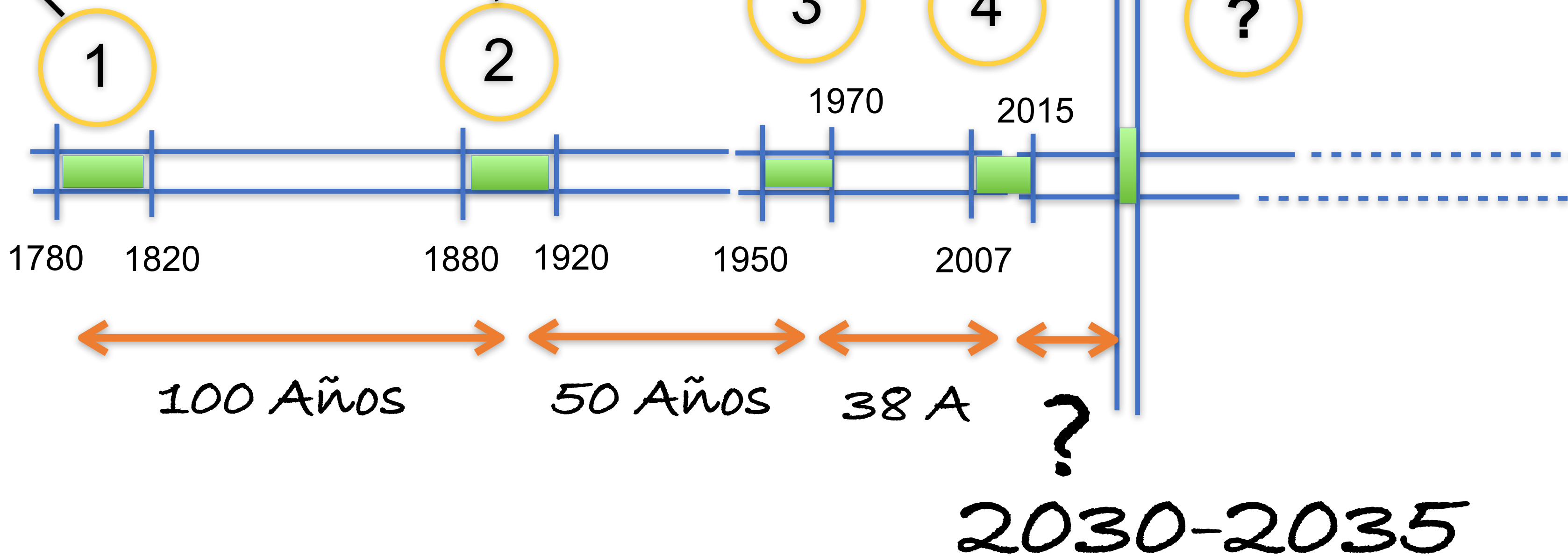
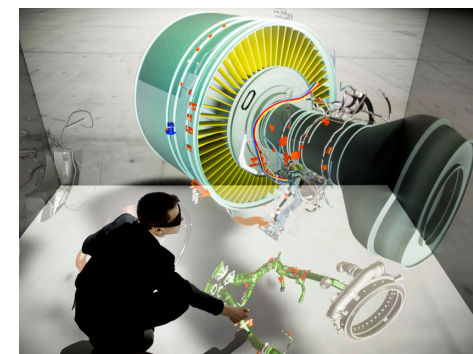
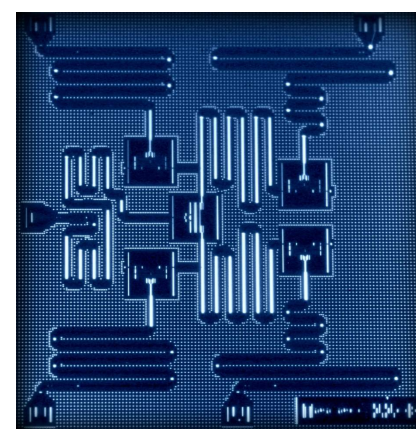
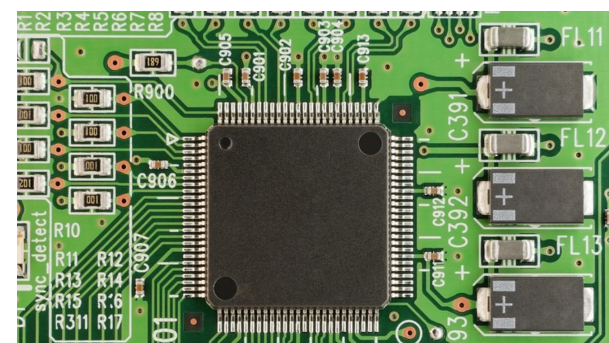


Fig. 68. — Mécanisme à balancier de Watt.
T. Tiroir de la machine à vapeur; T. tireur; B. piston; H. manivelle; PE pompe d'alimentation; VY pompe alimentant de la chaudière; UX pompe d'alimentation de la boîte à vapeur; OY excentrique; ABCD parallélogramme; ON bielle et manivelle; Y volant.



INSIDE: A 14-PAGE SPECIAL REPORT ON TECH STARTUPS

The Economist

JANUARY 18TH-24TH 2014 Economist.com

- If the French ran America
- China cracks down on microblogs
- New opportunities for organised crime
- Regulators go soft on Europe's banks
- Google and the internet of things

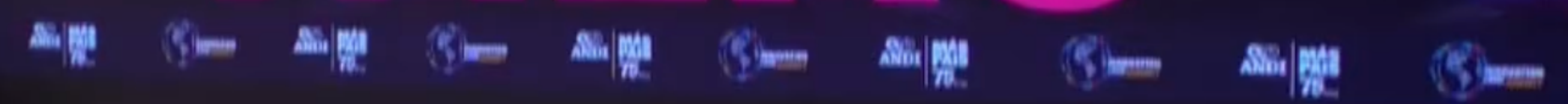
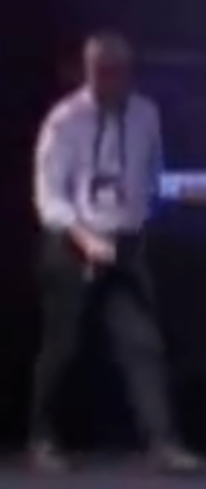
Coming to an office near you...

What today's technology will do to tomorrow's jobs

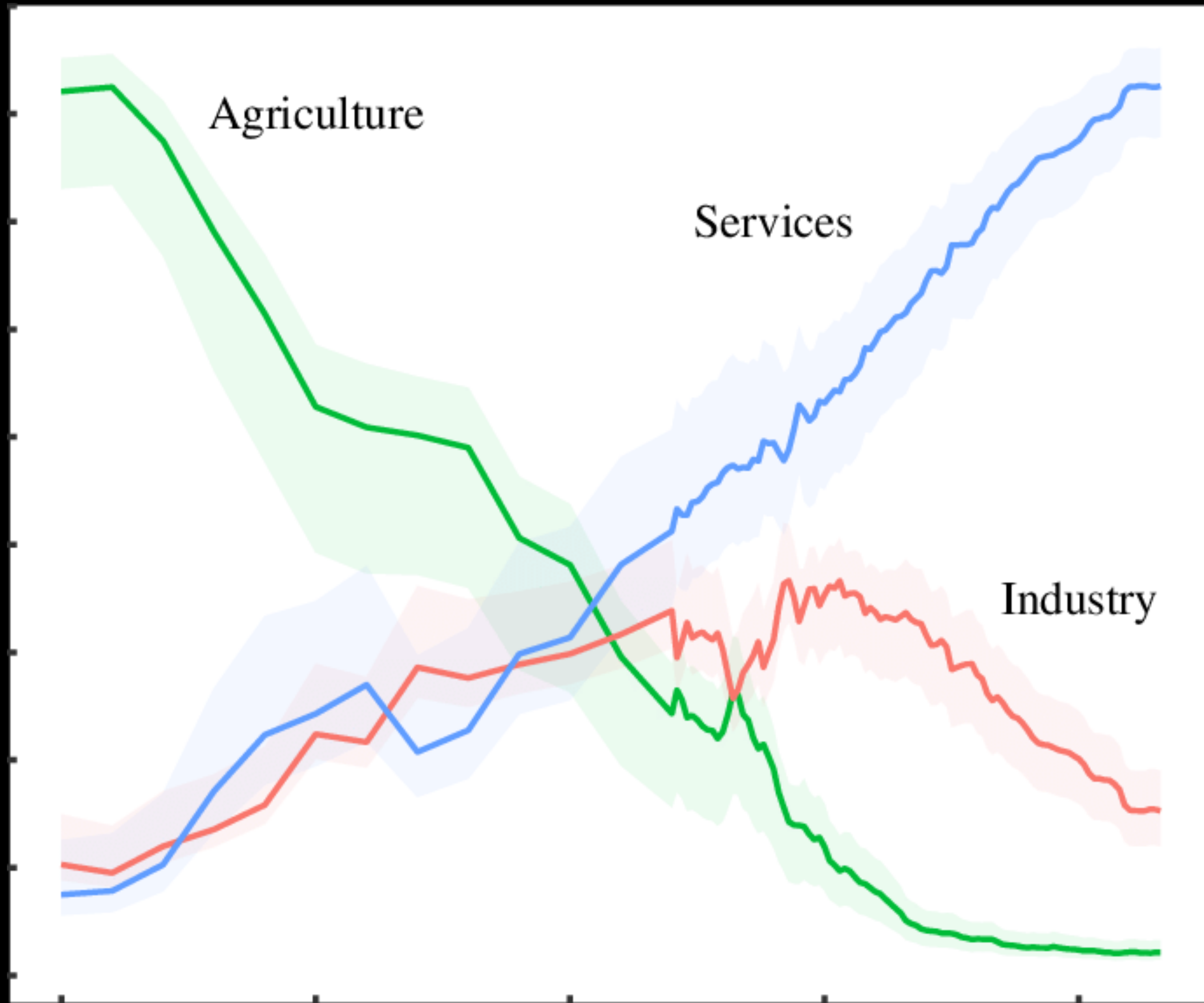


TALKS

ILS TALKS
¿CÓMO HACER PROSPECTIVA EN TIEMPOS EXPONENCIALES?



https://youtu.be/6N1iGM_sLDE







Consumer / Business

Buys a



Product

Owned Created by



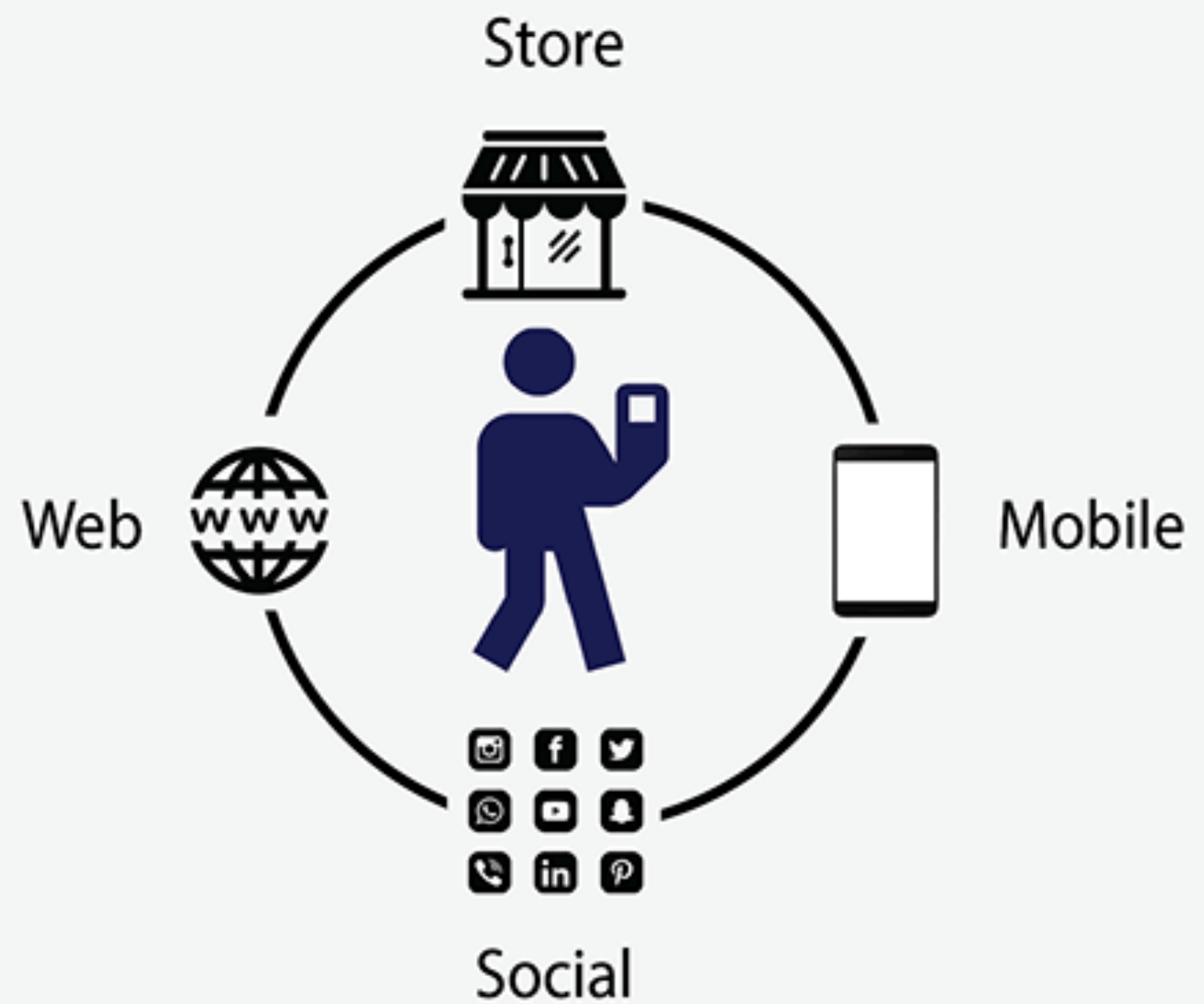
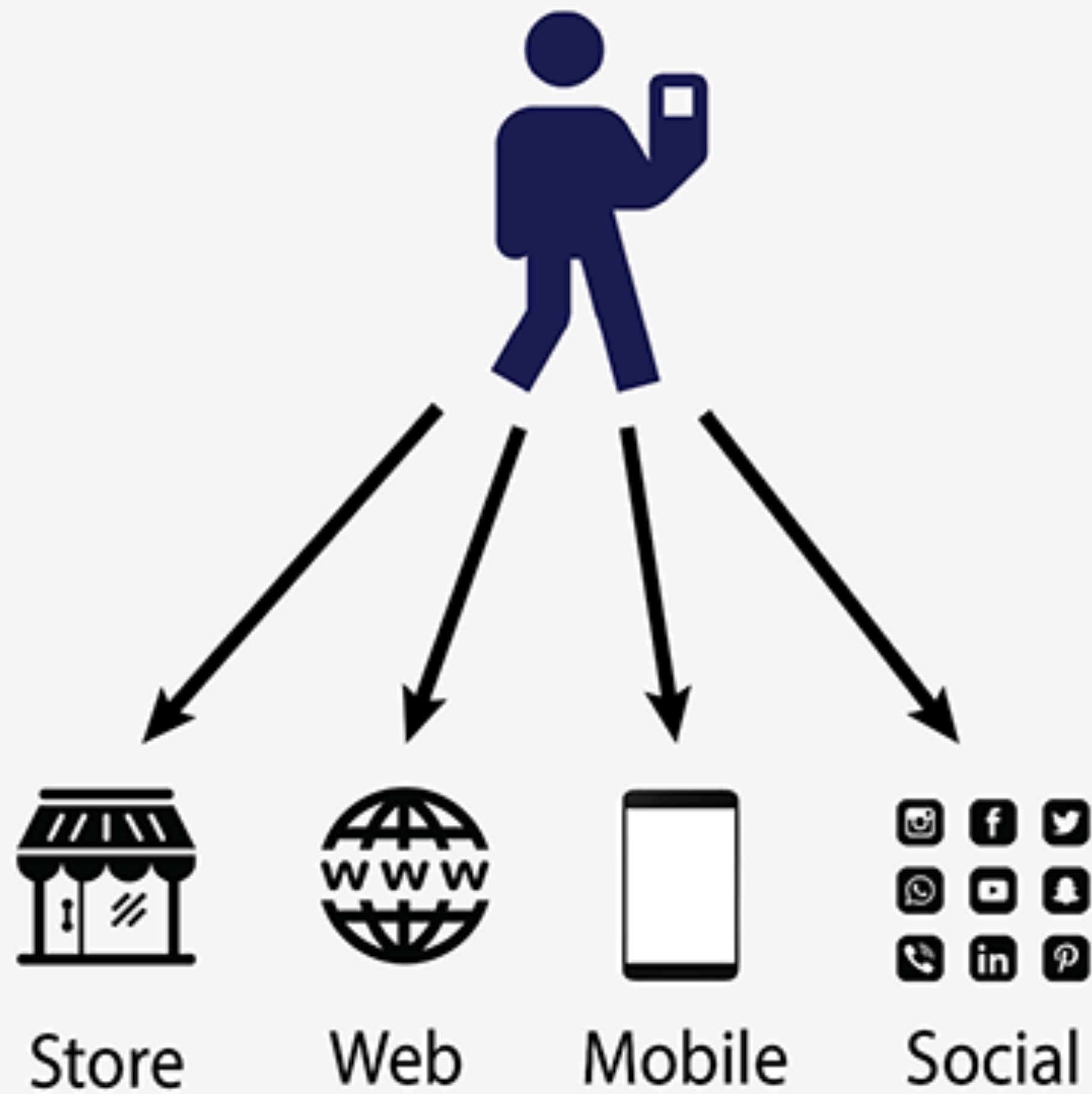
Traditional Business



Multichannel

Vs.

Omnichannel





Billboard
HOT 100



The Long Tail Model

Sell much more, of the less demanded items

Popularity / usefulness

HEAD

amazon

Alibaba.com



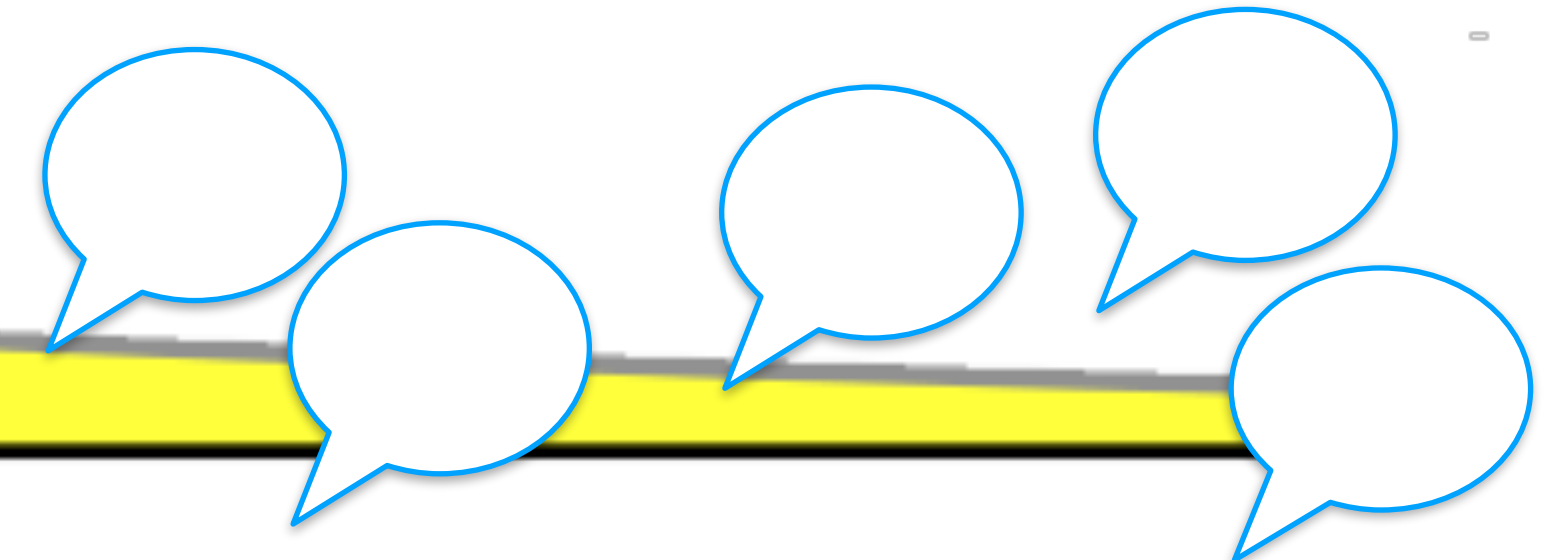
LONG TAIL

Highly popular

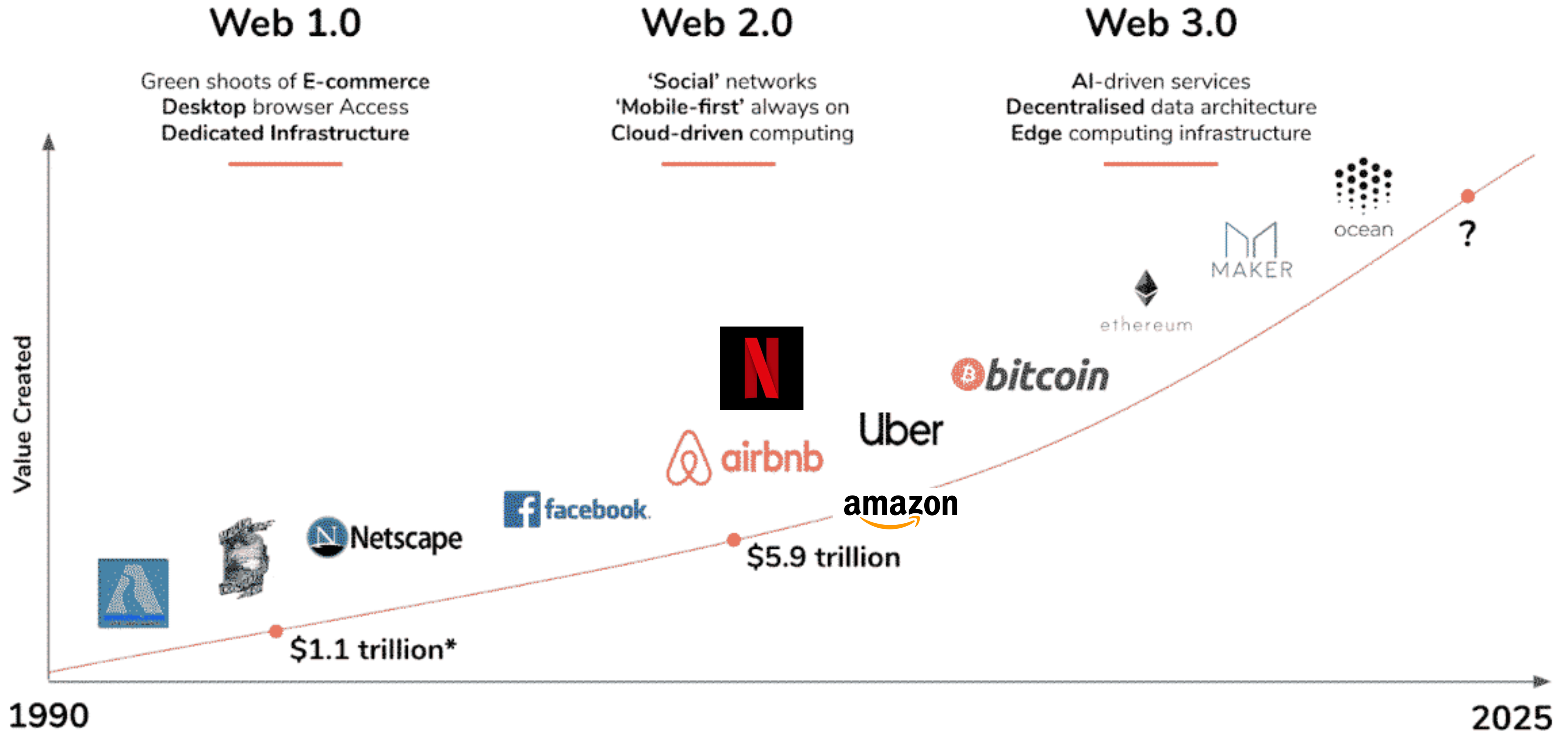
Sorta/kinda popular

Niche products

of unique products



The Evolution of the Web



* Internet companies market cap as of 2000

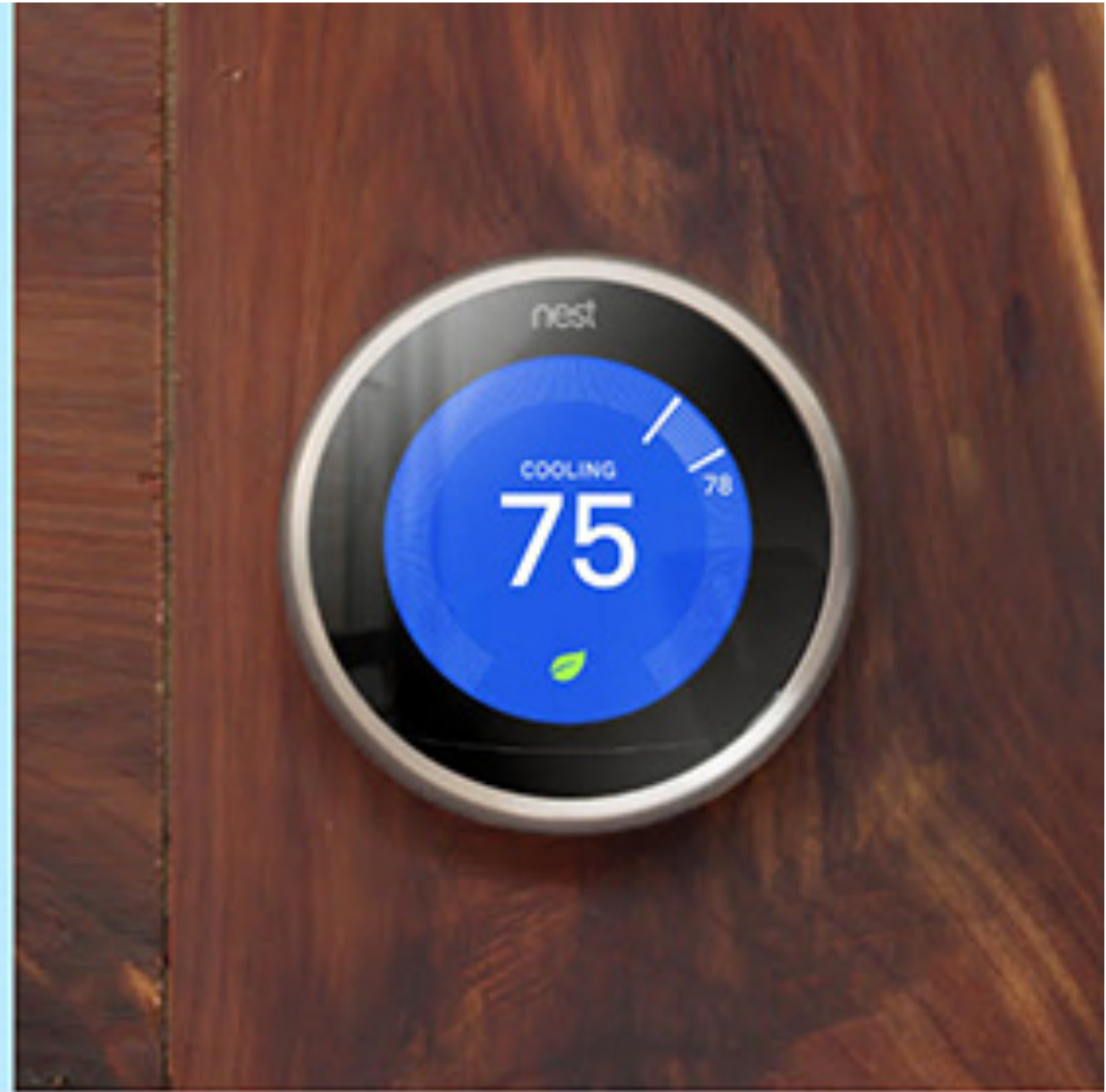


A miracle has arrived
and its been driving sales

Data Driven Marketing



nest





**19 USD
Billions**

**BIG DATA
CREATIVITY ?**





ORIGINAL DE NETFLIX

VAN HELSING

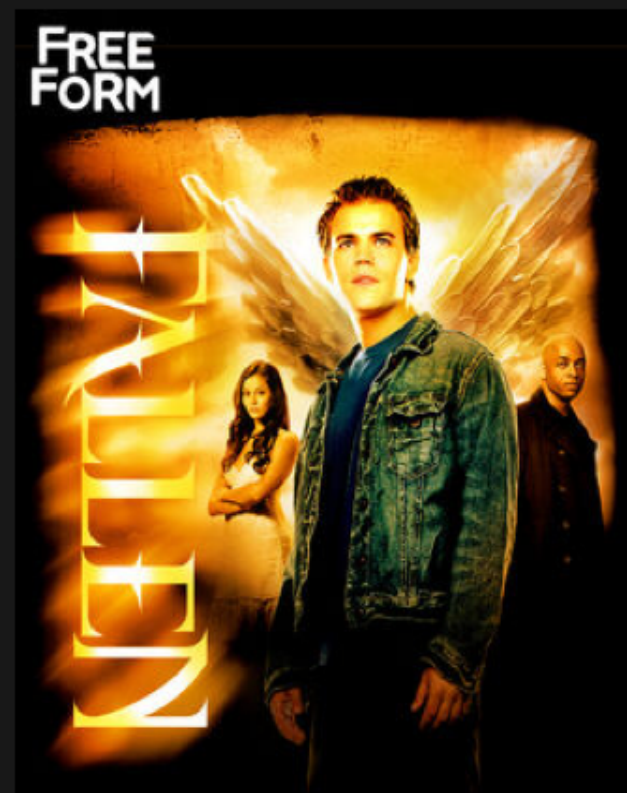
Ve la temporada 1 ahora

Los vampiros ahora son los dueños del planeta, pero existe una mujer que, sin saberlo, podría salvar a la humanidad.

▶ REPRODUCIR

✓ MI LISTA

Agregados recientemente





"...industrial companies are in the information business whether they want to be or not."

***General Electric former CEO
Jeff Immelt***



AIRCRAFT 1,500 / 11,643

AIRPORT DELAYS

AIRPORT	ARR	DEP
Sydney (SYD)	2.9	4.0
Gold Coast (OOL)	3.5	3.2
New York (EWR)	4.1	2.4
Manila (MNL)	1.3	5.0
Melbourne (MEL)	2.0	4.2

[Go to delay map](#)

TWEETS

Earlier today, @Airbus & @FlyANA_official unveiled the airline's first A380 ...
7 hours ago

[Follow Flightradar24 on Twitter](#)

Download Flightradar24 Flight Tracker





It fits INDIE SLEAZE RESURGENCE

Fashion Awards
2021

Hypebeasts Wearing
Chrome Hearts: My
Thoughts



128.0K

43.4K

388.8K

styling a spring 2004 tom
ford gucci coat



but it's actually a spring 2004 TOM
FORD Gucci coat

Green Screen

@tinyjewishgirl · 2021-12-21

I was a vegan for 4 years and most fur
(even secondhand) makes m... See more

tinyyewishgirl original s

BALENCIAGA

VALENTINO COUTURE
AW22

BALENCIAGA TROOP
BOOT REVIEW

@cherryemojix · 2021-10-11

Answer to local_breevee
#greenscreen #greenscreen... See more

cherryemojix original s

How I Would Style Bella
Hadid

My
Fashion Week

Met Gala
2021

Met Gala review
Pt.3

2.3M

347.3K

230.3K

228.0K

273.1K

21.8K

9143

23.3K

45.0K

15.8K

38.7K

102.9K

44.0K

482

370.5K

25.3K

I've been wanting to talk about my
thoughts on diet prada for a while
now

View links (2)

11.4K

408

@fashionboy · 2021-10-29

History of @Coach in 60 secs
#fashiontiktok #fashionhisto... See more

Shop Channel - @McTwee

3413

20

Yikes Good...



SHEIN













The long read

How Shein beat Amazon at its own game - and reinvented fast fashion

Illustration: Guardian Design/Getty Images

10 Most Downloaded Shopping Apps in H1 2022

United States

#1	 SHEIN 22.4M	#6	 Klarna 8.6M
#2	 Amazon 22M	#7	 Etsy 8.5M
#3	 Walmart 14M	#8	 OfferUp 8.4M
#4	 Shop 11.5M	#9	 eBay 8.2M
#5	 Fetch Rewards 9.9M	#10	 Nike 7.7M

PLATFORMS



FACEBOOK

VS

CHANNELS





Spotify

NETFLIX

amazon

Google Play

NETFLIX

99

50

Spotify Premium



Digital Business Strategy

```
graph TD; A[Digital Business Strategy] --> B[Digital Optimization]; A --> C[Digital Business Transformation]; B --> B1((1)); B --> B2((2)); C --> C1((3)); C --> C2((4)); B1 --- B1_text[Improved Productivity and Products]; B2 --- B2_text[Better Customer Experience]; C1 --- C1_text[New Products and Services]; C2 --- C2_text[New Business Models];
```

Digital Optimization

1

Improved
Productivity
and Products

2

Better
Customer
Experience

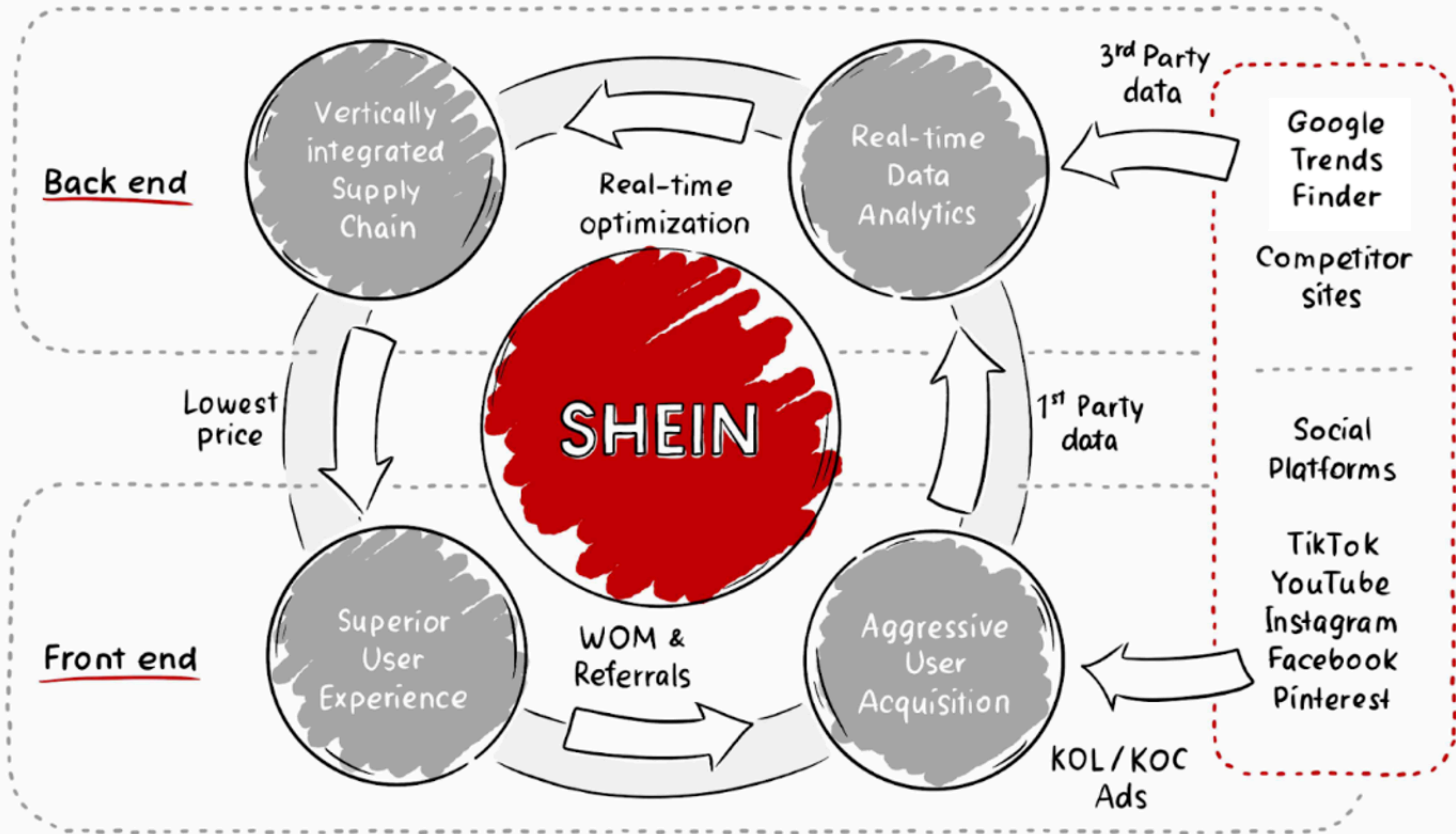
Digital Business Transformation

3

New
Products
and Services

4

New
Business
Models



Información

E-MAIL:

 VERIFICAR

No Verificado

Por favor chequee su correo que incluye la carpeta de correo no deseado para recibir EXTRA 100 puntos.

Free Standard Shipping on Orders of \$29+

CODE: ANNIV29

02 H 16 M 33 S

WOMEN

CURVE + PLUS

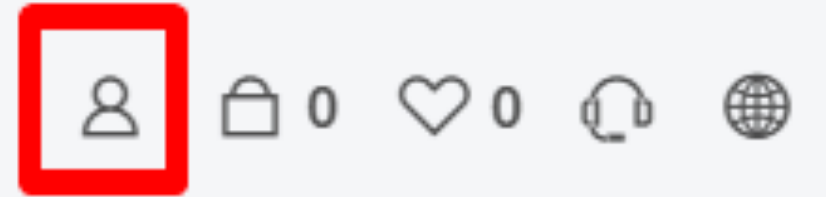
MEN

KIDS

BEAUTY

SHEIN

Free Standard Shipping on orders over US\$49.00



NEW IN #SHEINathome #SHEIN12YEARS FW2020 CLOTHING DRESSES TOPS SHOES & ACCS HOME SALE

fringe jacket

EXTENDED 75 DAY FREE RETURNS *US only

FREE STANDARD SHIP on orders of \$29+ Code: A

GET EXTRA 10

REGISTER AND GET 10% OFF INCLUDES SALE ITEMS

FREE RETURNS ON ALL ORDERS *US ONLY

ENTER YOUR EMAIL ADDRESS

REGISTER

Personal Center

My Account

SHEIN VIP

My Profile +POINTS

Address Book

My Payment Options

My Measurements

Account Security



MY PROFILE

Information

Nickname:*

mberkutova

Email Verification

mberkutova@alibonus.com

VERIFY

+100 points



ATTRIBUTES

- NAME**
Sarah Rose
- EMAIL**
sarah23@email.com
- GENDER**
Female
- ADDRESS**
343 Park Ave, San Jose, CA
- LOYALTY LEVEL**
Gold

IDENTITIES

- ECID**
030205030105034
- EMAIL**
sarah23@email.com
- LUMA MEMBERSHIP**
10043258
- PHONE NUMBER**
+1 408-555-1234

SEGMENTS

- ONLINE SHOPPERS**

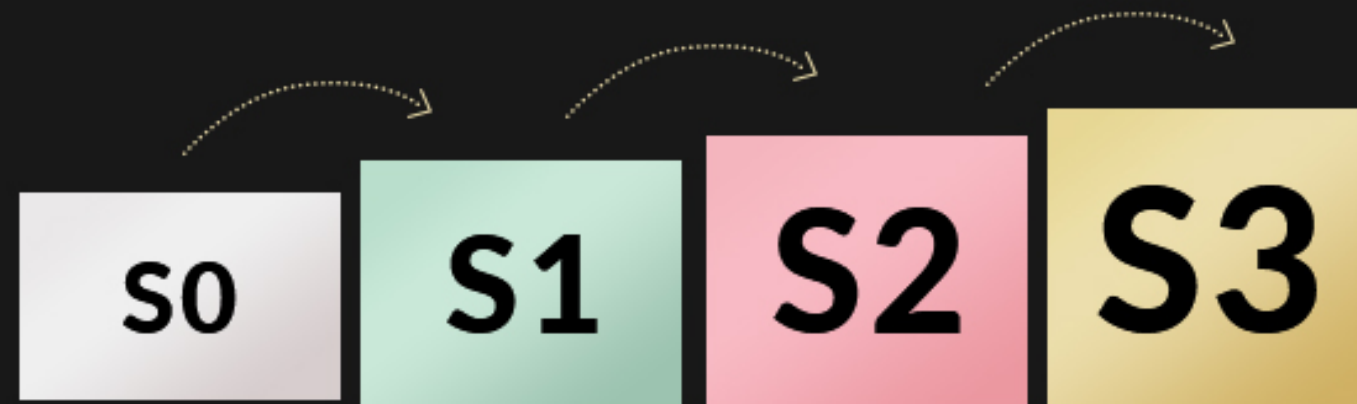
BEHAVIORS

- login to website
- installed app
- visited Main St Store
- attended Hot Yoga 2
- attended Adv Yoga 1
- browsed clothing
- added item to cart
- abandoned cart

SO WHAT IS SHEIN VIP?

SHEIN VIP is a rewards plan for our fans to redeem rewards, get access to events & pop-ups, receive member exclusive promotions, and the latest fashion news.

Once you've joined our loyalty program, you can upgrade and earn rewards with every purchase you make.



SHEIN VIP consists of four status:

Level S1, Level S2, Level S3 (available to purchased members) and Level S0 status (available to registered members).

— YOUR REWARDS —

More Upgrades, Bigger Rewards.

Rewards	S1	S2	S3
Exclusive Icon	👑	👑	👑
Level-up Coupon		👑	👑
Free Shipping Card		👑	👑
Pop-ups Privileges		👑	👑
Speedy Refund			👑
VIP Support			👑
Free Festival Gifts			👑
SHEINISTA Magazine			👑
S3-only promotions			👑
Coming soon			👑

United States Site
Member level update on the 10th of every month

- S1** US\$0.01 in orders is required for it.
- S2** US\$90.00 or 2 orders is required, whichever is the highest.
- S3** US\$300.00 or 5 orders is required, whichever is the highest.

You've earned 500 points this year! ?

SELECT PREMIER *Me*

Your Insider Benefits

- Early Access
- Exclusive Sales
- Welcome Offers
- 1 Hour Preview
- Waitlist Priority
- VIP Customer Service

Easy Ways to Score Points

- +25 per friend **Refer Friends**
- +5 per \$1 **Shop Gilt.com**

Your Insider Timeline

Apr 19 +500 Welcome Bonus

[View point history](#)

Winner Announcement

m*****7@gmail.com

m*****r@hotmail.fr

In Progress

Ended

Trial Report

In Progress

Category



100% LINEN RUFFLE CAMI TOP

0\$ US\$29.99

3 chance(s) 1019 Applied

Time left: 05d 07h 03m 30s

FREE TRIAL



COTTON STRAIGHT LEG DENIM SHORTS

0\$ US\$24.99

3 chance(s) 2629 Applied

Time left: 05d 07h 03m 30s

FREE TRIAL



100% COTTON SCHIFFY TOP

0\$ US\$19.99

3 chance(s) 709 Applied

Time left: 05d 07h 03m 30s

FREE TRIAL

Here's an Extra

10% OFF*

Your First Order Over \$49

CODE: SHEV10

(*Offer valid for 30 days from registration)

You're just one click away from getting an additional 100 points. Confirm to become SHEIN official!

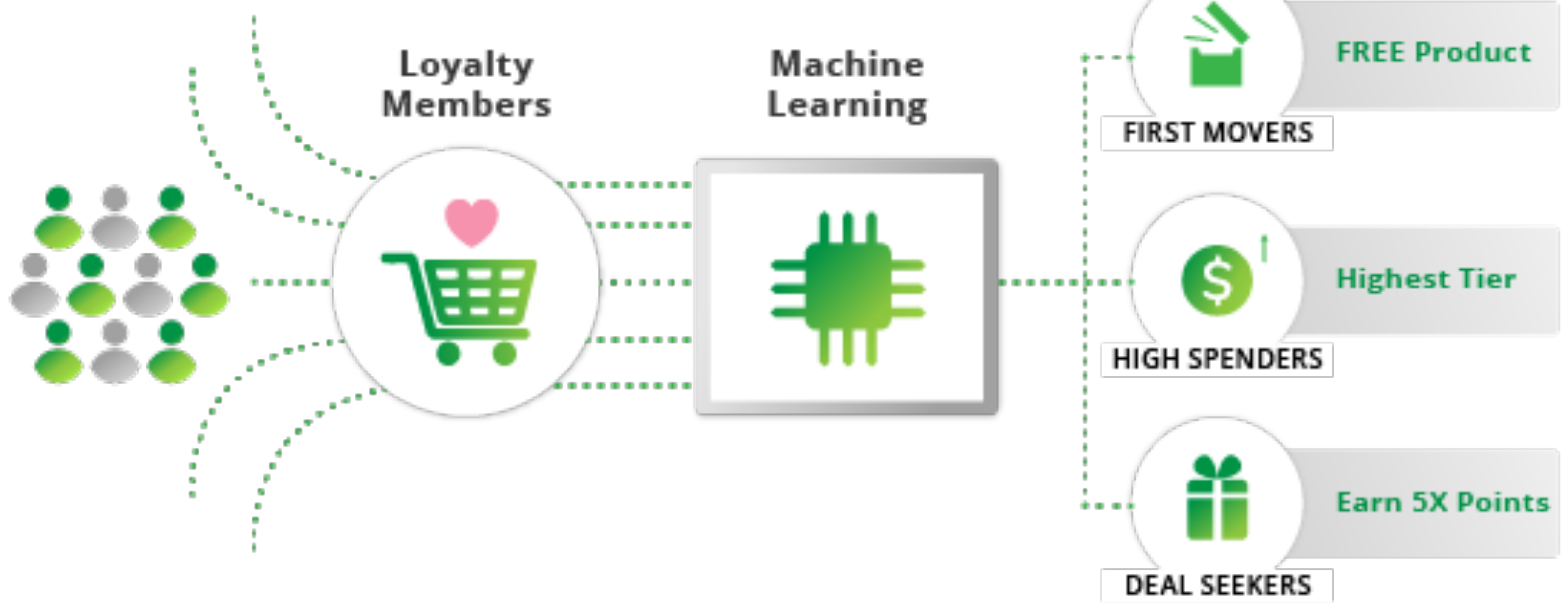
I'M OFFICIAL >

Giveaway card interface with a large letter 'E' and 'OPEN THE CARD' button.

SHEIN mobile app home page showing various product categories and promotional banners.

SHEIN Points!!

Earn Points & Purchase Items



Just launched: Product Recommendations powered by VisualAI!

Hear how our new, VisualAI technology can assess visual attributes of your product catalog to fuel visually similar recommendations and ease filtering. [Read on.](#)

nosto 

PRODUCTS ▾

RESOURCES ▾

PARTNERS ▾

COMPANY ▾

LOGIN ▾

EN ▾

REQUEST DEMO

nosto 

Create shopping experiences **today** that win customers for **life.**

Grow faster with the world's first Commerce Experience Platform — an integrated suite of data-fueled personalization and merchandising solutions.

2.5B VARIANTS TESTED

Business Goal

Margin





Bob's
historical
behavior



Web product view
October 2018



Online Purchase
November 2018



In-store Purchase
December 2018



Online Shopping Cart
December 2018



Mobile product view
January 14, 2019

Brut Cabernet Sauvignon Marjorie Vineyard Pinot Noir Spain
Argentina Artemis France - Rhône \$20 - \$40 & more...

US-Student-Discout 28 Products

Category

- Women Dresses
- Women Tops, Blouses & Tee
- Women Bottoms
- Women Sweatshirts
- Women Denim
- Women Outerwear



BENEFITS OF STUDENT MEMBERS

Register at SHEIN student program to get your special student discount: extra 15% off service



Fill in the information



Confirm mailbox



Get a discount coupon

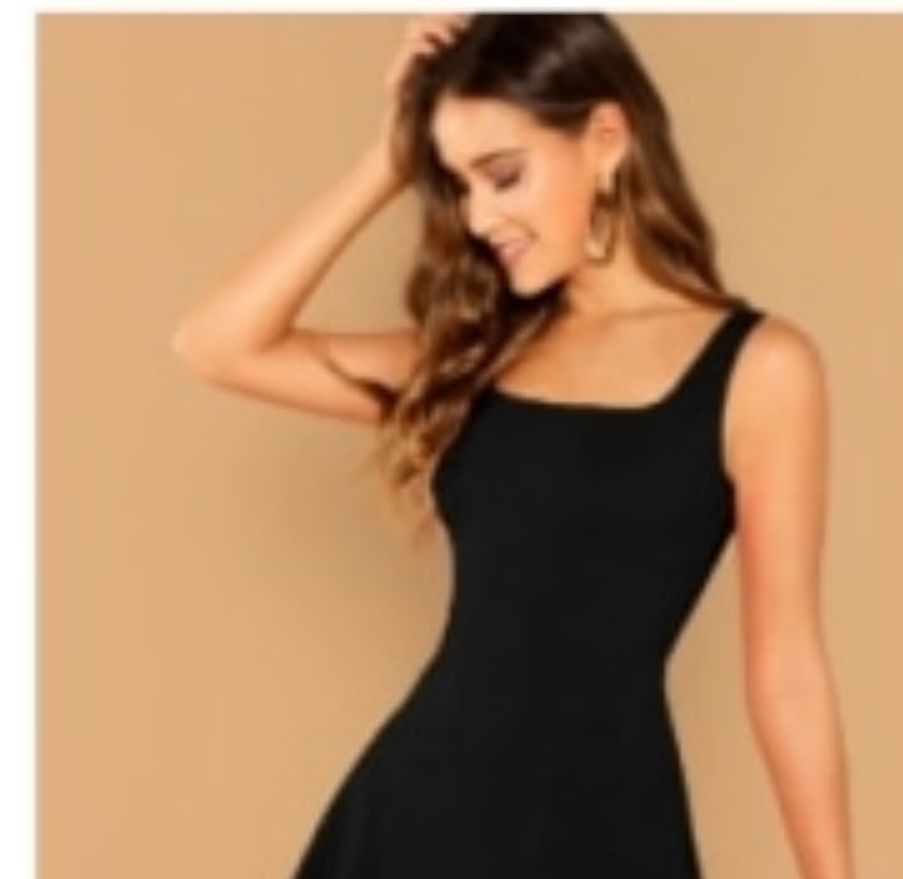


PARTICIPATE >

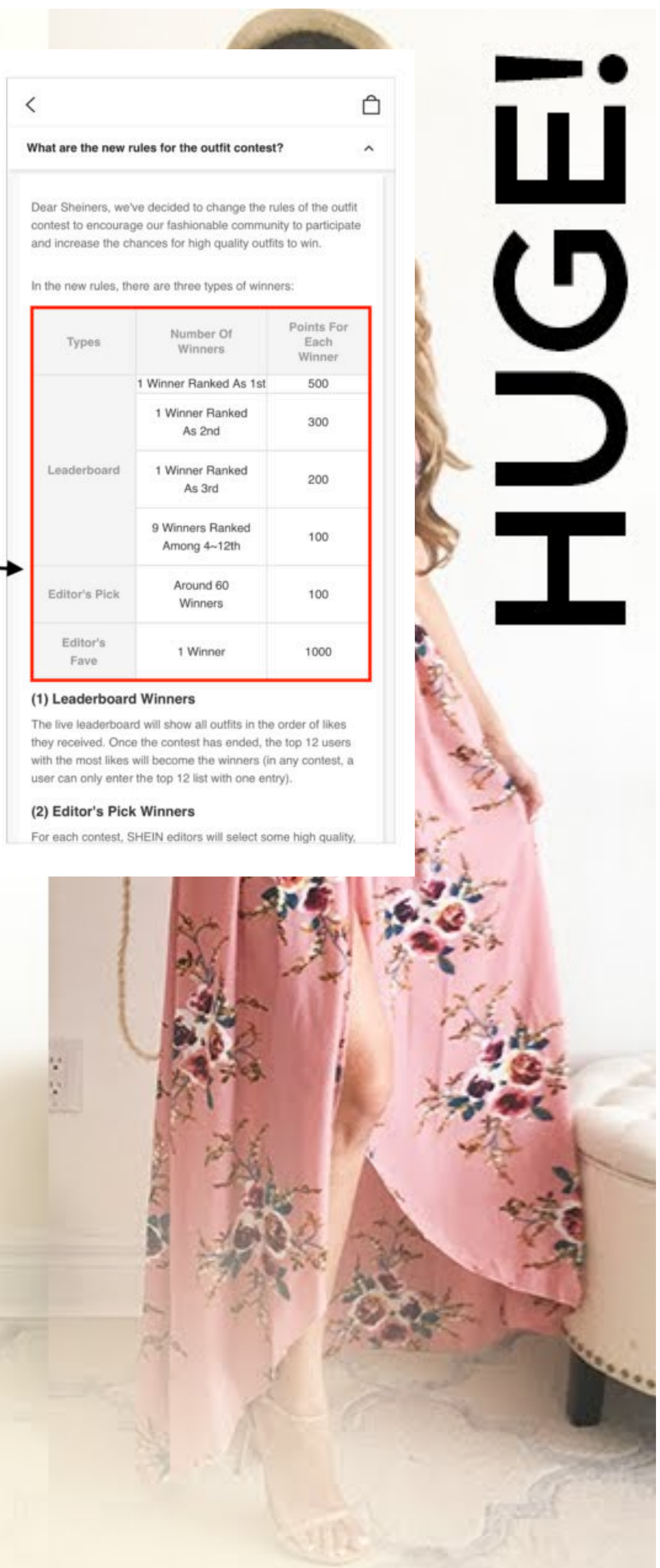
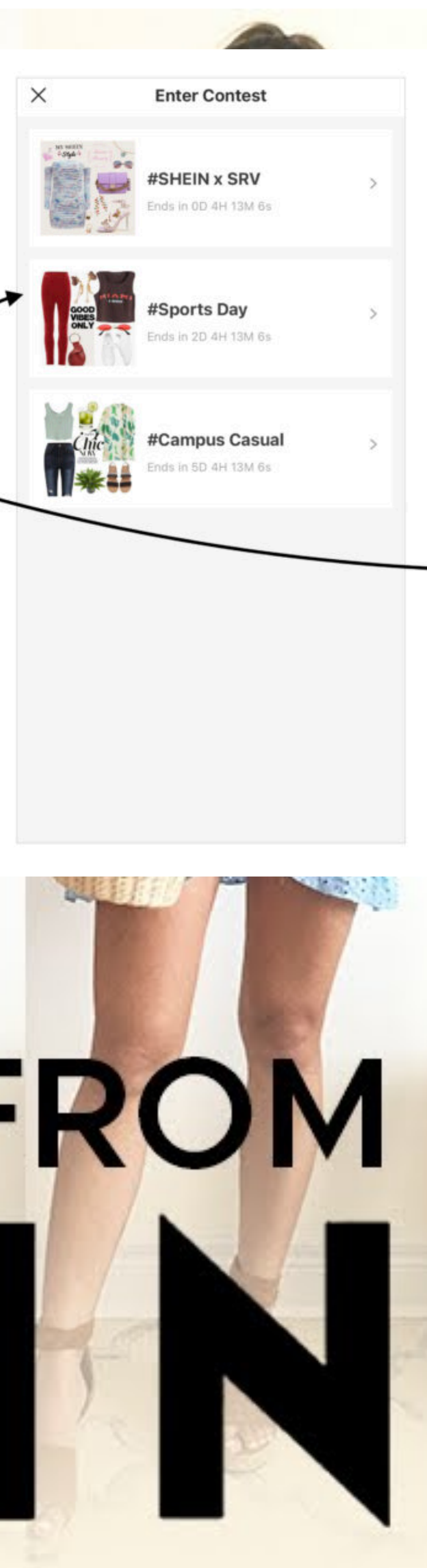
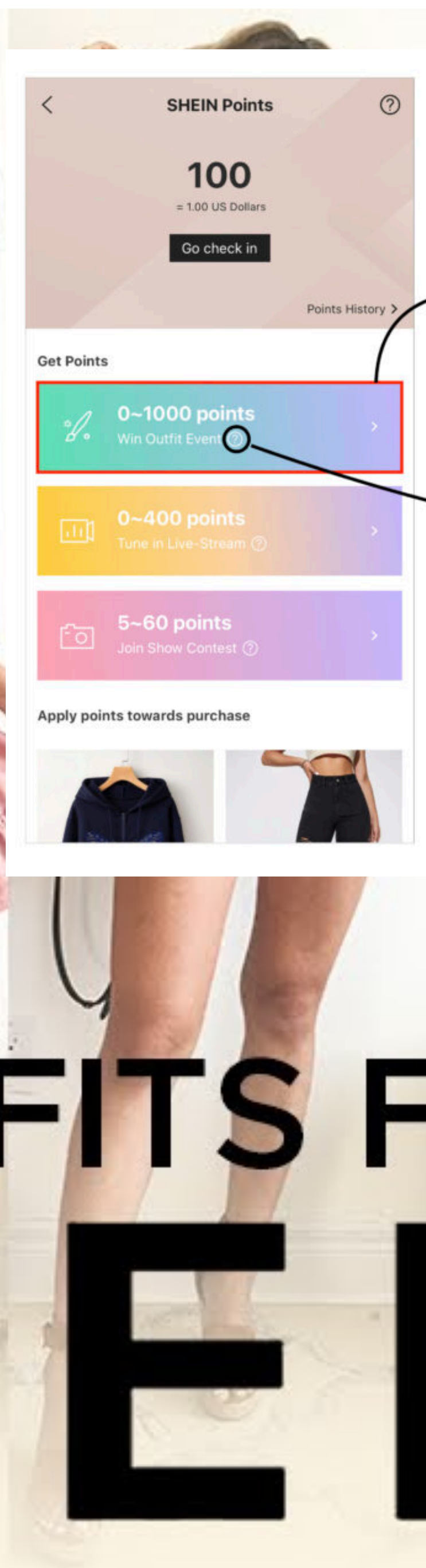
[Terms & Conditions](#)

Sort By

Recommend



GET EXTRA 10%



20 OUTFITS FROM SHEIN

SHEIN Points

100
= 1.00 US Dollars

Go check in

Points History >

Get Points

- 0~1000 points
Win Outfit Event
- 0~400 points
Tune in Live-Stream
- 5~60 points
Join Show Contest

Apply points towards purchase

Enter Contest

- #SHEIN x SRV
Ends in 0D 4H 13M 6s
- #Sports Day
Ends in 2D 4H 13M 6s
- #Campus Casual
Ends in 5D 4H 13M 6s

What are the new rules for the outfit contest?

Dear Sheiners, we've decided to change the rules of the outfit contest to encourage our fashionable community to participate and increase the chances for high quality outfits to win.

In the new rules, there are three types of winners:

Types	Number Of Winners	Points For Each Winner
Leaderboard	1 Winner Ranked As 1st	500
	1 Winner Ranked As 2nd	300
	1 Winner Ranked As 3rd	200
	9 Winners Ranked Among 4~12th	100
Editor's Pick	Around 60 Winners	100
Editor's Fave	1 Winner	1000

(1) Leaderboard Winners
The live leaderboard will show all outfits in the order of likes they received. Once the contest has ended, the top 12 users with the most likes will become the winners (in any contest, a user can only enter the top 12 list with one entry).

(2) Editor's Pick Winners
For each contest, SHEIN editors will select some high quality,

HUGE!

SHEIN Points

100
= 1.00 US Dollars

Go check in

Points History >

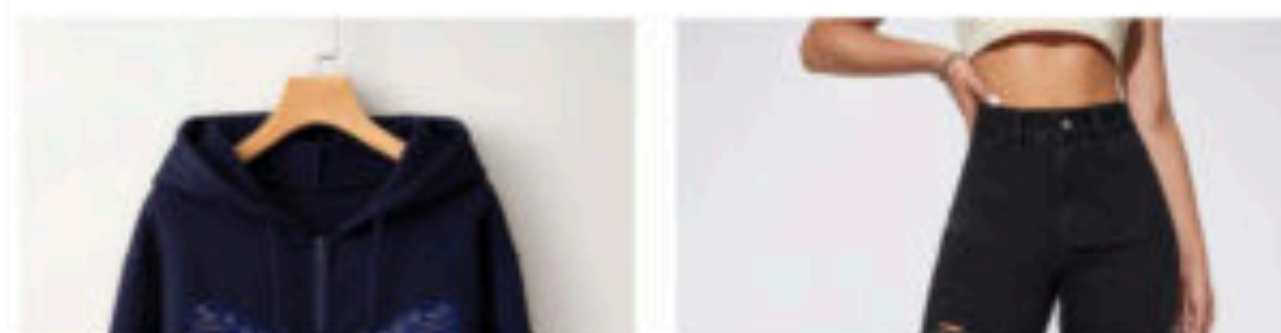
Get Points

0~1000 points
Win Outfit Event

0~400 points
Tune in Live-Stream

5~60 points
Join Show Contest

Apply points towards purchase



Media

Video **LIVE**

All Hot

Repetición

- SHEIN x SRV**
230.8k Buscar - 08/06/2021
- Hot New Arrivals**
287.9k Buscar - 07/30/2021
- Summer Daze**
293.4k Buscar - 07/23/2021
- SHEIN x Hello Kitty**
276.0k Buscar - 07/16/2021
- Seas the day ft. @louiecastro!**
279.1k Buscar - 07/14/2021

SHEIN Live Is On Air Every Week. We Share Fashion, Live Style, Pop Culture And Girls Topics. Go To Explore Page To Check It Out!

In SHEIN Live, We Provide 2 Ways For You To Win Points:

1. Snatch treasure box

Treasure box will show 3 times in each live stream, with 1000, 2000 and 3000 points. Points will be given out randomly, all you need to do is simply tab Snatch to win up to 400 points. The number of winners are 20, 30 and 50 respectively, so snatch as fast as you can!

SHEIN Points Giveaway

Live Chat

Connect

Snatch

2. Share SHEIN Live

Tab Share and invite others to join SHEIN Live. For 1 user the link you shared brings, you will gain 5 points (only valid when the live is on air).

Free Standard Shipping on Orders of \$29+

Code: SUNNY29

00 H 04 M 03 S

WOMEN CURVE + PLUS KIDS MEN BEAUTY HOME

SHEIN

Free Returns in the U.S.



NEW IN TRENDS #SHEINX CLOTHING DRESSES TOPS SWIMWEAR ACTIVEWEAR SHOES & ACCS SALE EXPLORE

Earrings

Home / Affiliate Program

Affiliate Program

Achieve a win-win situation with your customers by joining our Affiliate Program! We, one of the biggest online clothing retailers, are looking forward to sharing our resources with you. We have several affiliate programs: SHEIN Official Affiliate and Partner Affiliate Platforms. Choose one of them to get started.

SHEIN Official Affiliate

free and easy to join


GET EXTRA 10% ▾


REGISTER AND GET **10% OFF** INCLUDES SALE ITEMS

FREE RETURNS *US ONLY

REGISTER

By registering, you agree to our [Privacy & Cookie Policy](#) and [Terms & Conditions](#).


HOW IT WORKS



HOW IT WORKS

1. Affiliate promotes SHEIN on social platforms
2. Potential customer clicks on the posts
3. Customer orders at SHEIN

SHEIN **20% COMMISSION**

AFFILIATE PROGRAM

- COMMISSION
- COOKIE
- SIGN UP
- PAYMENT





mikadlacruzz ✓ Mika Dela Cruz · 3-20

Dress up time with @SHEINOFFICIAL! Stay tuned for SHEIN's Mega Sale. Find my cart in the comments. Use my CODE: mikadla15 @SHEIN_PH #SHEINSpringItOn

🎵 Space Girl - Frances Forever



13.1K



84



45





SHEIN X

Design Forward. Dreams Delivered.



get ready for the

#SHEINX100KCHALLENGE

If you're a designer, apply now for your shot at **\$100K** and get featured in our **Fall/Winter fashion showcase!**

LET'S GO!

en SHEIN



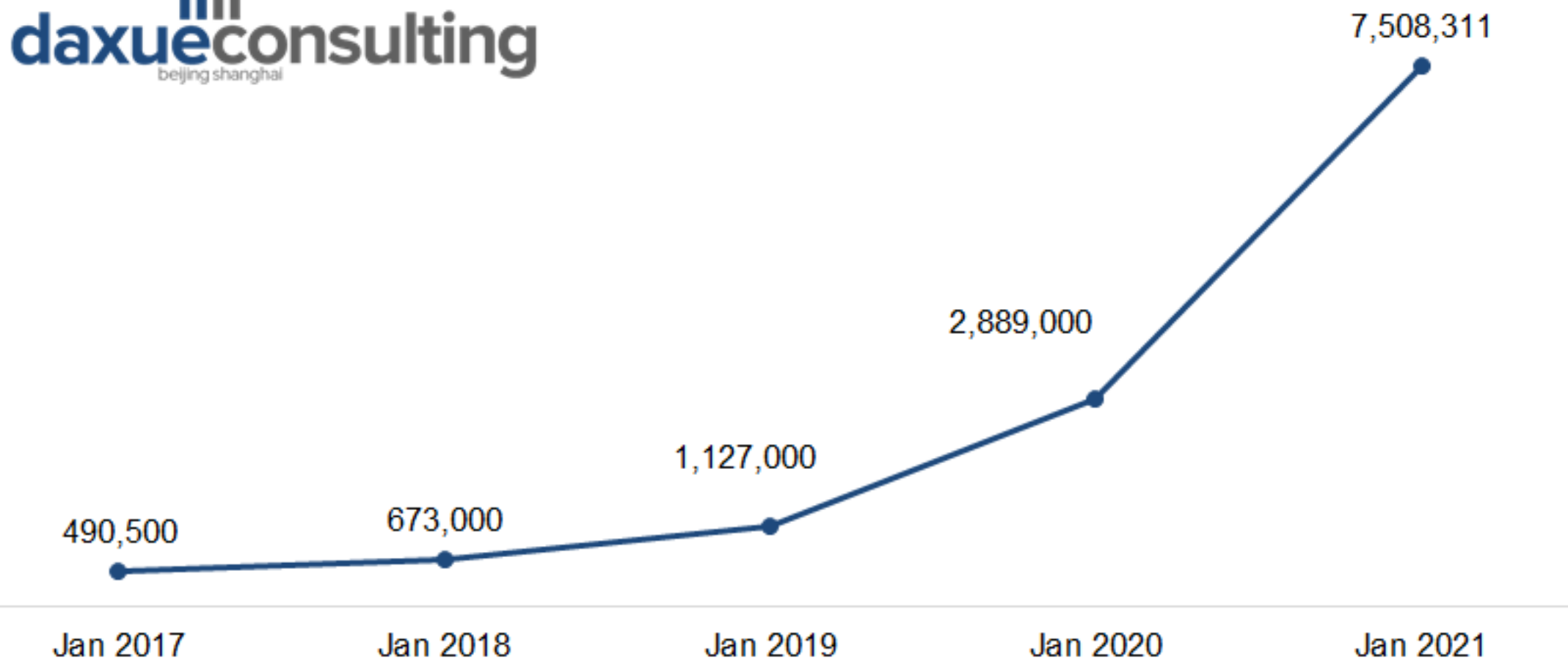


¿Quieres ser una #SHEINGal?





US Monthly active users of the SHEIN app on iOS and Android devices

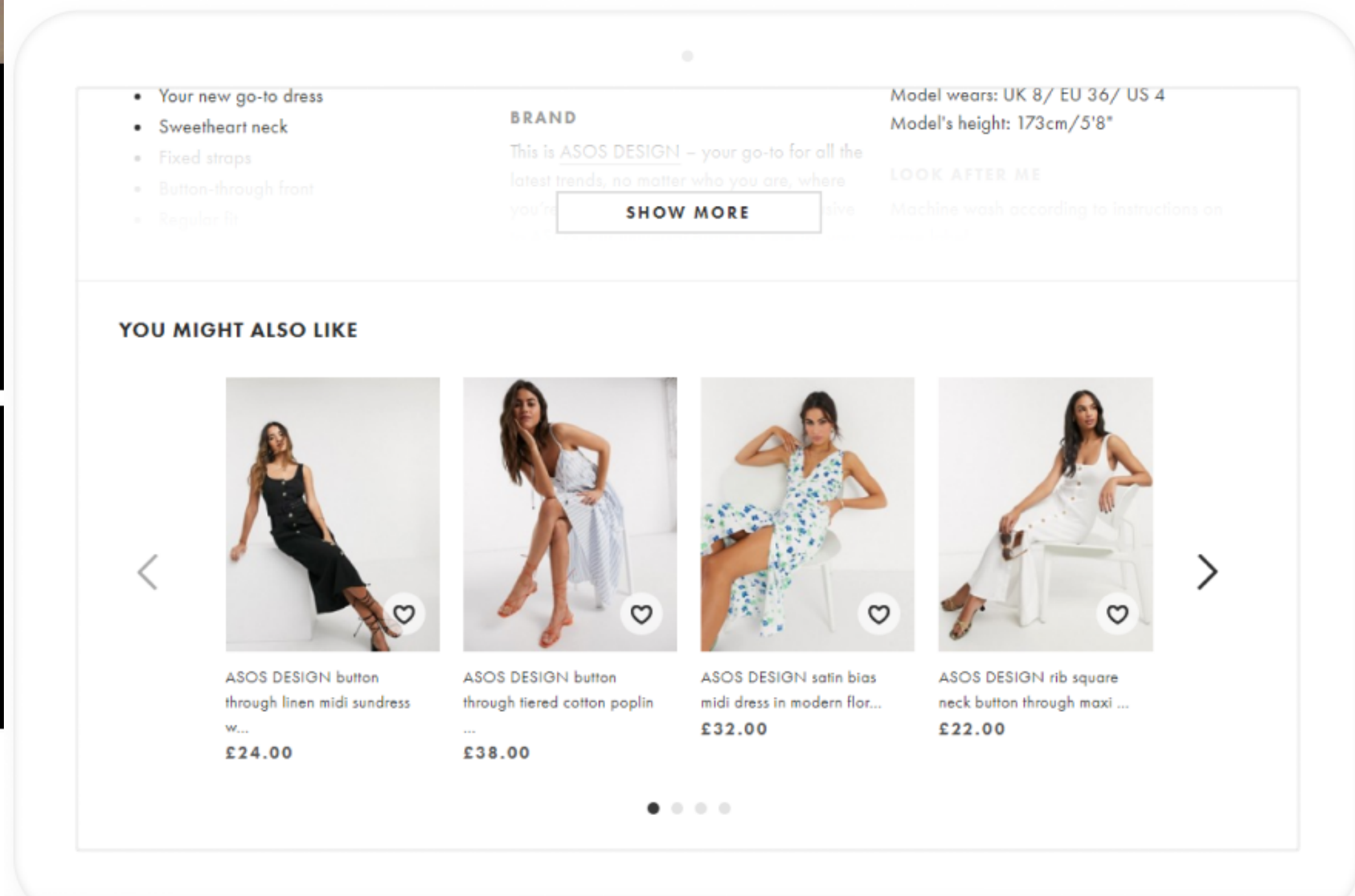


Today
5099
New Arrivals

Yesterday **07/14**
6195 5997
New Arrivals New Arrivals **07/13**
6435
New Arrivals

Today
7423
New Arrivals

Yesterday **08/15**
6858 6343
New Arrivals New Arrivals **08/14**
4000
New Arrivals





C2M (Customer-to-Manufacturer)

Manufacturers customize products according to individual needs

Customer

Manufacturer

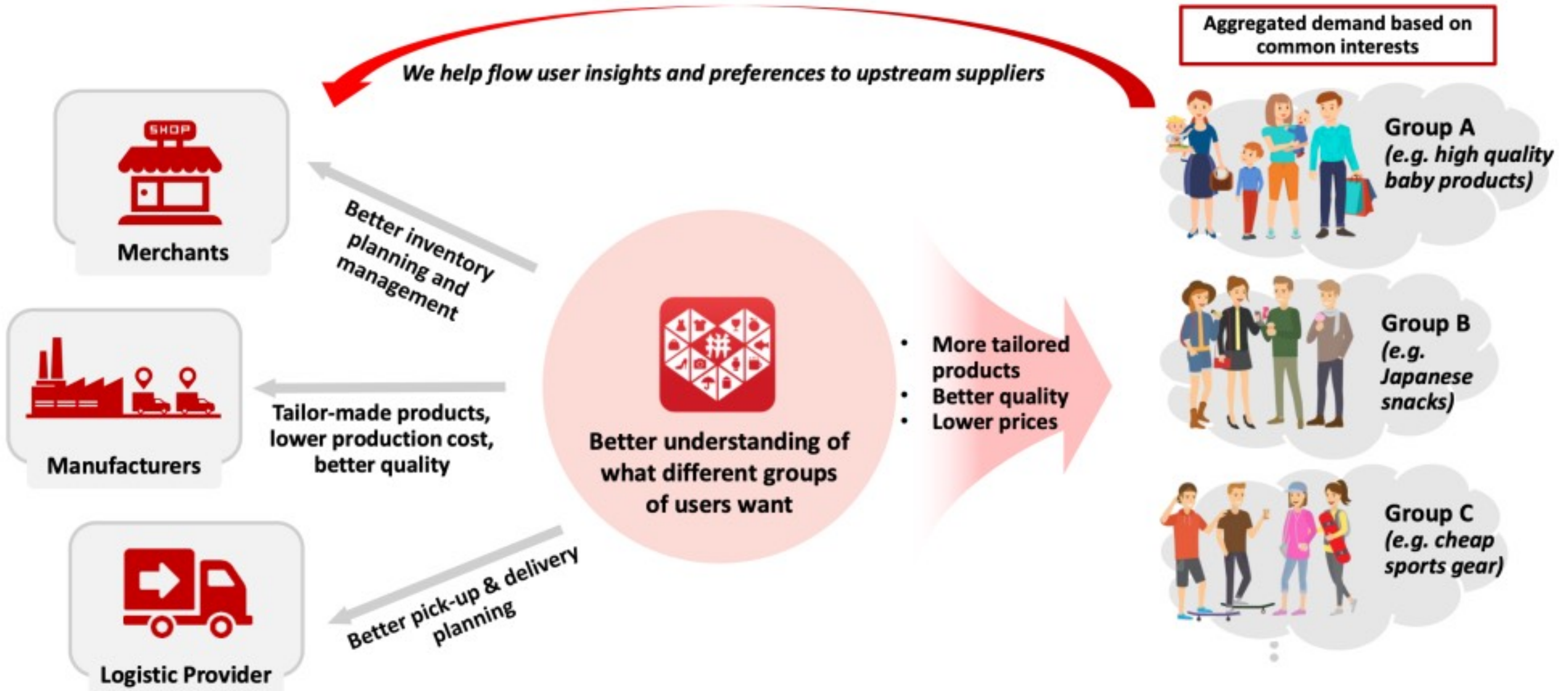
Seamless Connection

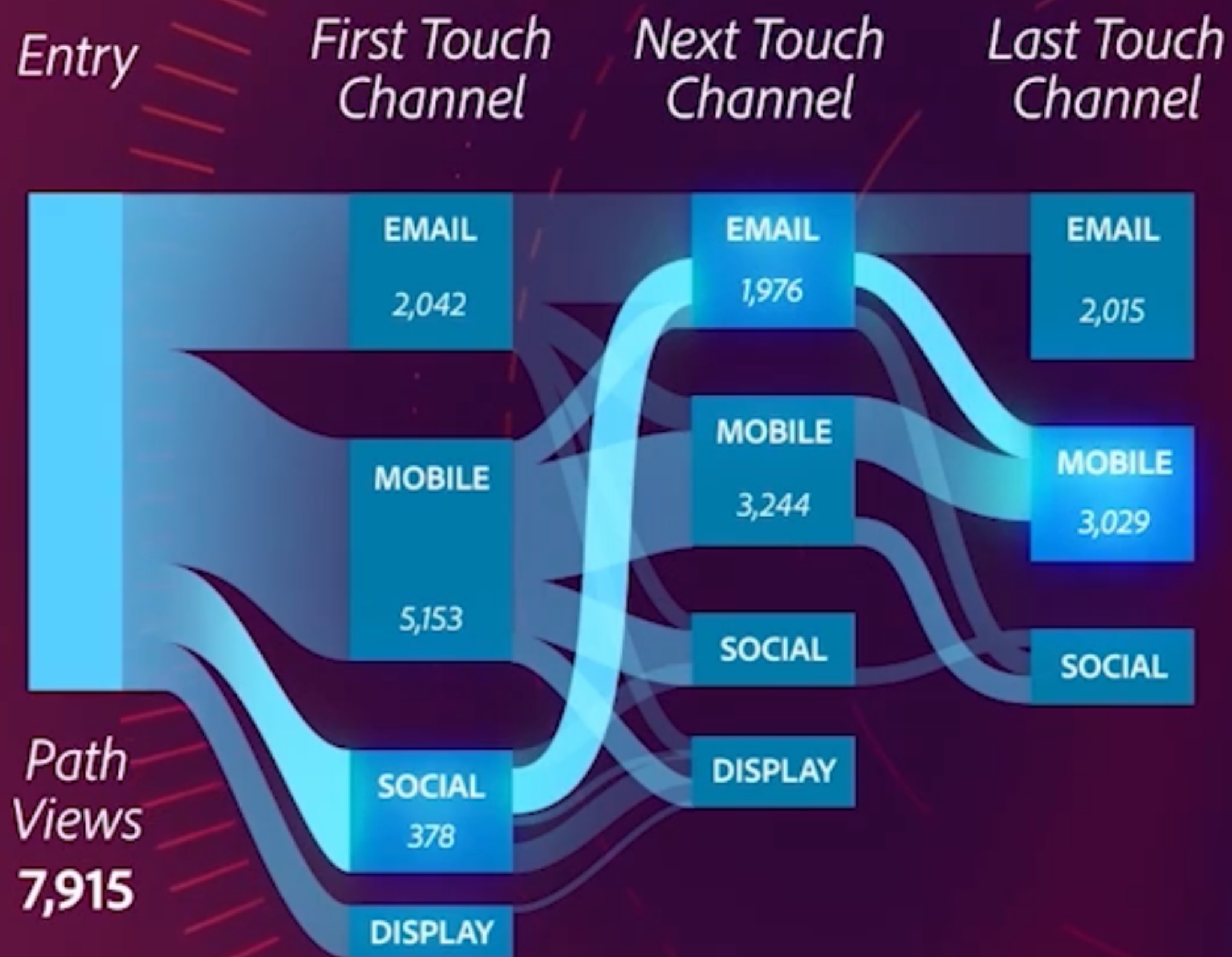
Customer can participate in the whole production process



The future of e-comm?

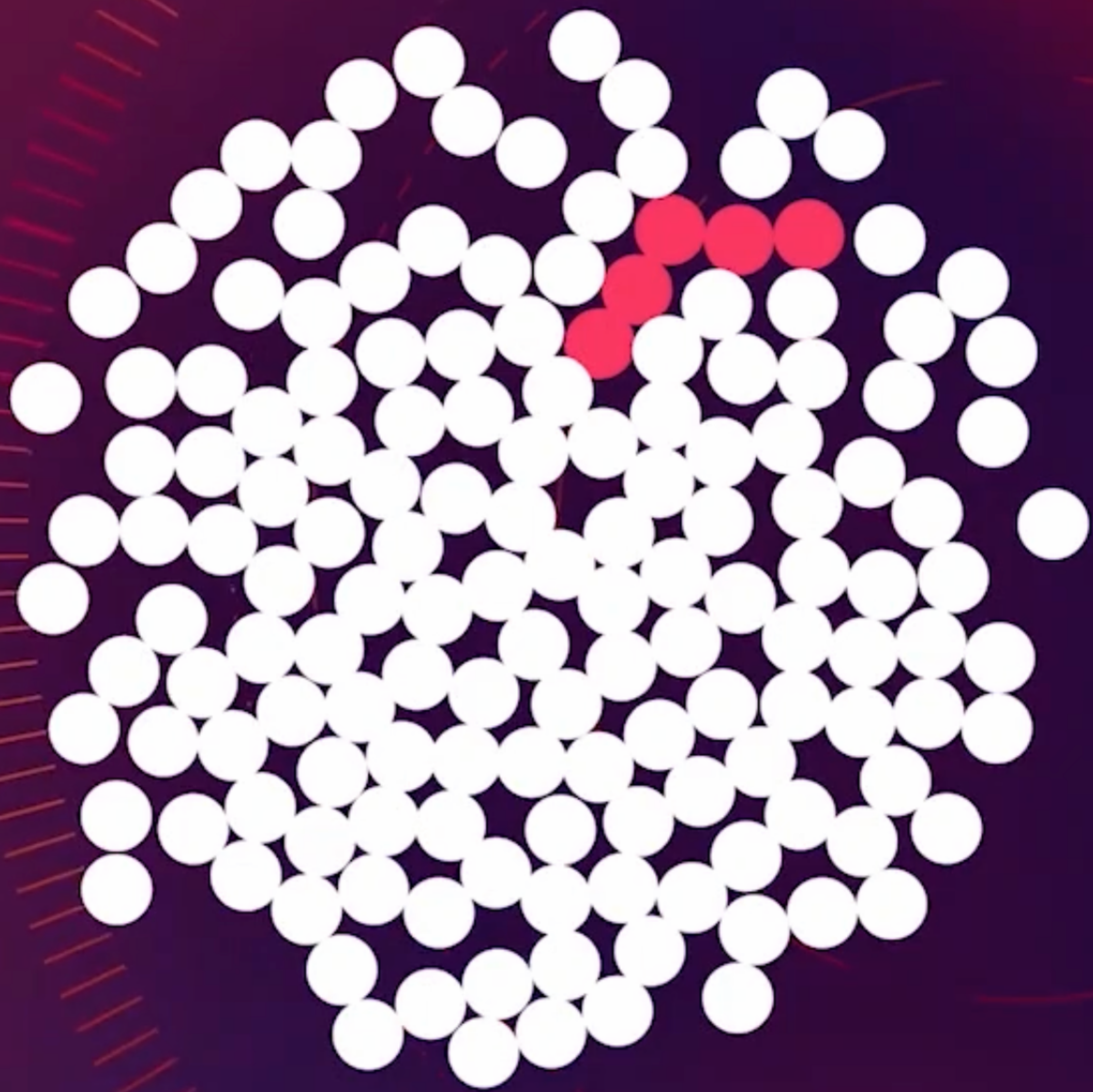
C2M





Query Service

*“In the Bay Area,
75% of sessions are
booked on mobile.”*



Data Science Workspace

RECOMMENDS

Sprite Yoga Kit

Zepplin Yoga Pant

APACHE:

BIG_DATA

NORTH_AMERICA

9-12.05.16

VANCOUVER, BC.

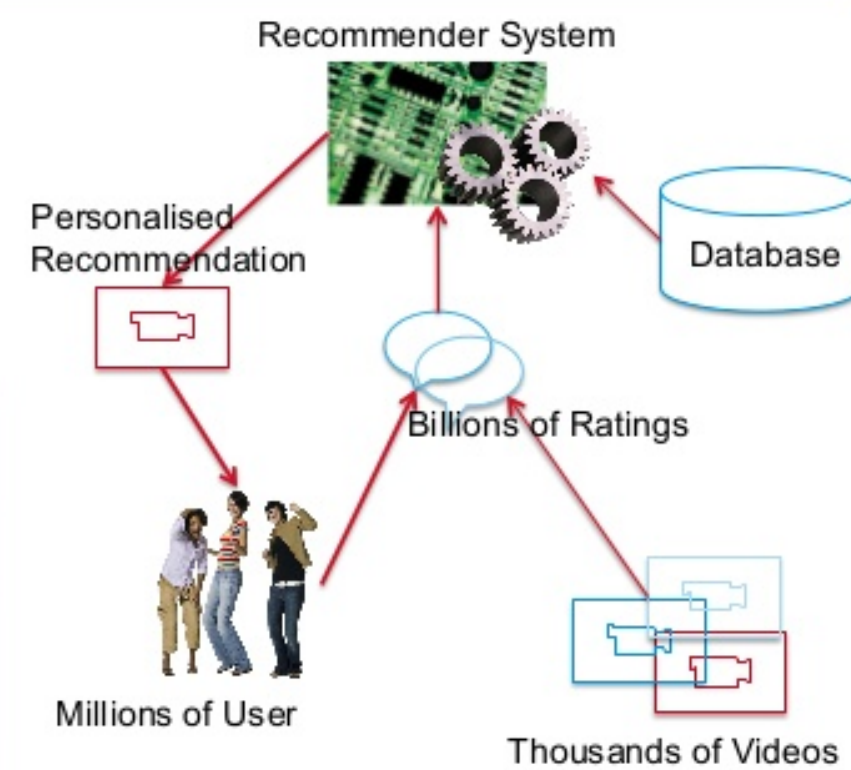
Keynote:

How Netflix Leverages Big Data

Brian Sullivan, Director of Streaming Analytics,
Netflix



Big Data for Competitive Advantage: Netflix



<http://knowledge.wharton.upenn.edu/article/netflix-one-eye-on-the-present-and-another-on-the-future/>
<http://netflixprize.com/>

$$\frac{\text{BBC MINISERIE 1990} + \text{KEVIN SPACEY} \div \text{MORAL}(\text{MORAL}^2)}{\text{Michael DOBBS HOUSE OF CARDS} + \text{NETFLIX [medlemmer]} + \text{DAVID FINCHER}} + \frac{\text{MEDIER}}{\{\text{POLITIK}\}} \sqrt{\frac{\text{SEX}}{\text{LØGN}} \div \text{HAPPY END}} = \text{\$}$$

The **Secret Ingredients** to **Netflix's Success**

1

Targeted Use Case

What are the business use cases upon which your big data and data science initiative should focus?

Why are these use cases important to the business?

How: Netflix's success rests on their ability to increase customer engagement through their **recommendation engine**.

2

Create Analytic Profiles

Viewer preferences are integrated with external data sources (like social media) in an **Analytic Profile**. These profiles capture analytic assets in a way that can be utilized across multiple use cases.

3

Capture Show Characteristics and Viewing Patterns

Build **Analytic Profiles** for each individual product. Netflix uses 100+ data points to tag each title.



Management Fortitude to Become "Netflix Intelligent"

The management team must have a willingness to learn how to properly value and use the organization's data and analytics.

5

4

Mastering Machine Learning

Data is fed into **Machine Learning** algorithms to create critical scores. The key to success here is to have a data science exploration and learning process to discover better predictors of customer behavior.

Cada decisión en Netflix, desde la paleta de colores utilizada para diseñar las portadas de los programas hasta las estrategias personalizadas de marketing por goteo y el próximo contenido original, se basa completamente en información de datos. Hoy, el gigante de la transmisión vale \$ 140 mil millones y se está acercando sigilosamente a los competidores en todos los ámbitos.

Netflix se basa en gran medida no solo en sus propios datos de usuario, sino también en las tendencias que el equipo ve en las redes sociales, la audiencia en mercados competitivos y algoritmos predictivos que establecen correlaciones entre elementos de contenido de alto rendimiento: buscando combinaciones de talento, argumentos, temas y directores.

NETFLIX

Market Intelligence

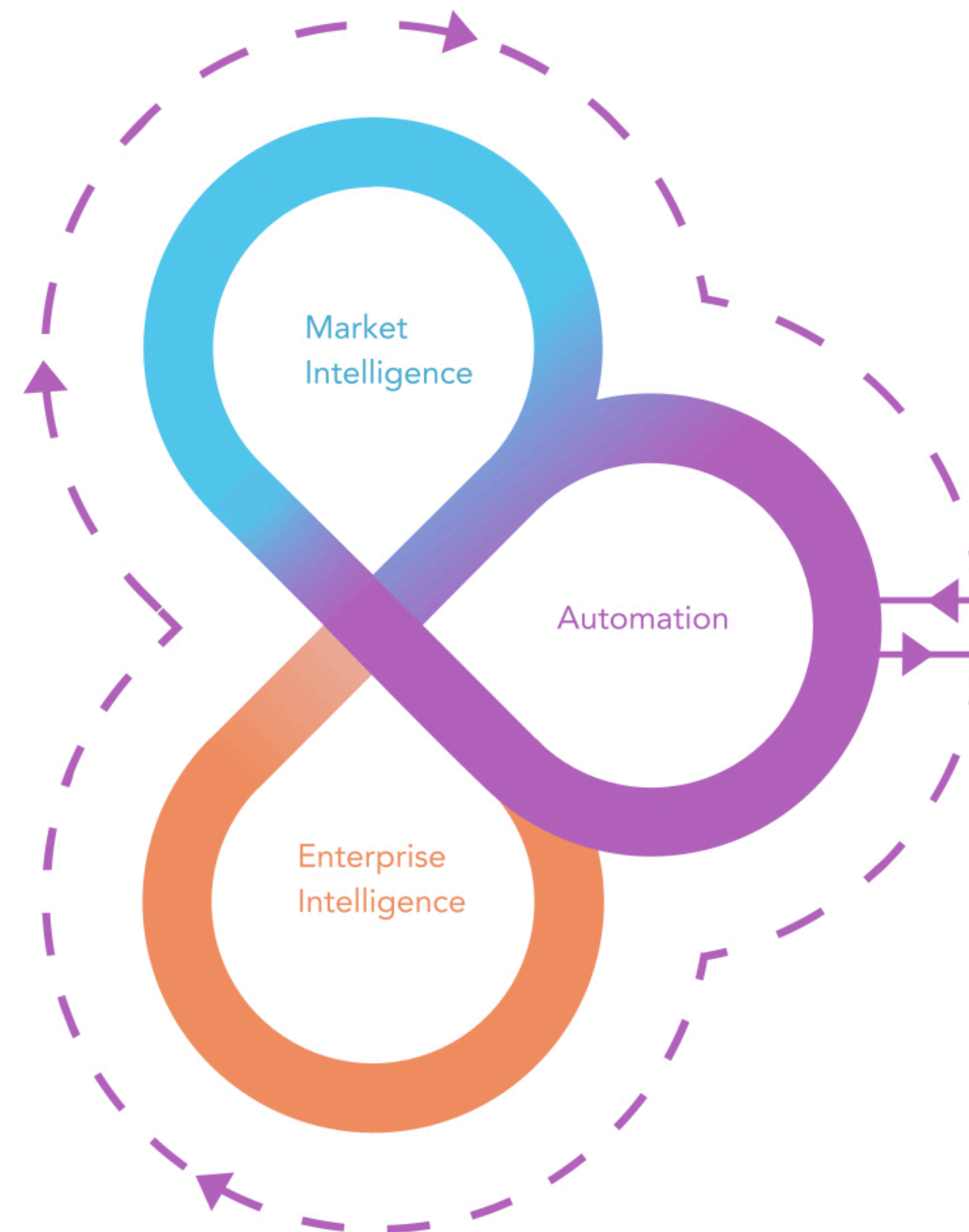
Market analytics platform analyzing competitor pricing, discounting, assortment, promotions, and global trends based on trillions of data points

[Learn more](#)

Enterprise Intelligence

Business analytics platform made for retailers, equipped with AI-powered recommendations to increase profit and demand

[Learn more](#)



Automation

Automation engine to power improvements in product sorting, pricing, discounting, replenishment, and customer engagement

[Learn more](#)

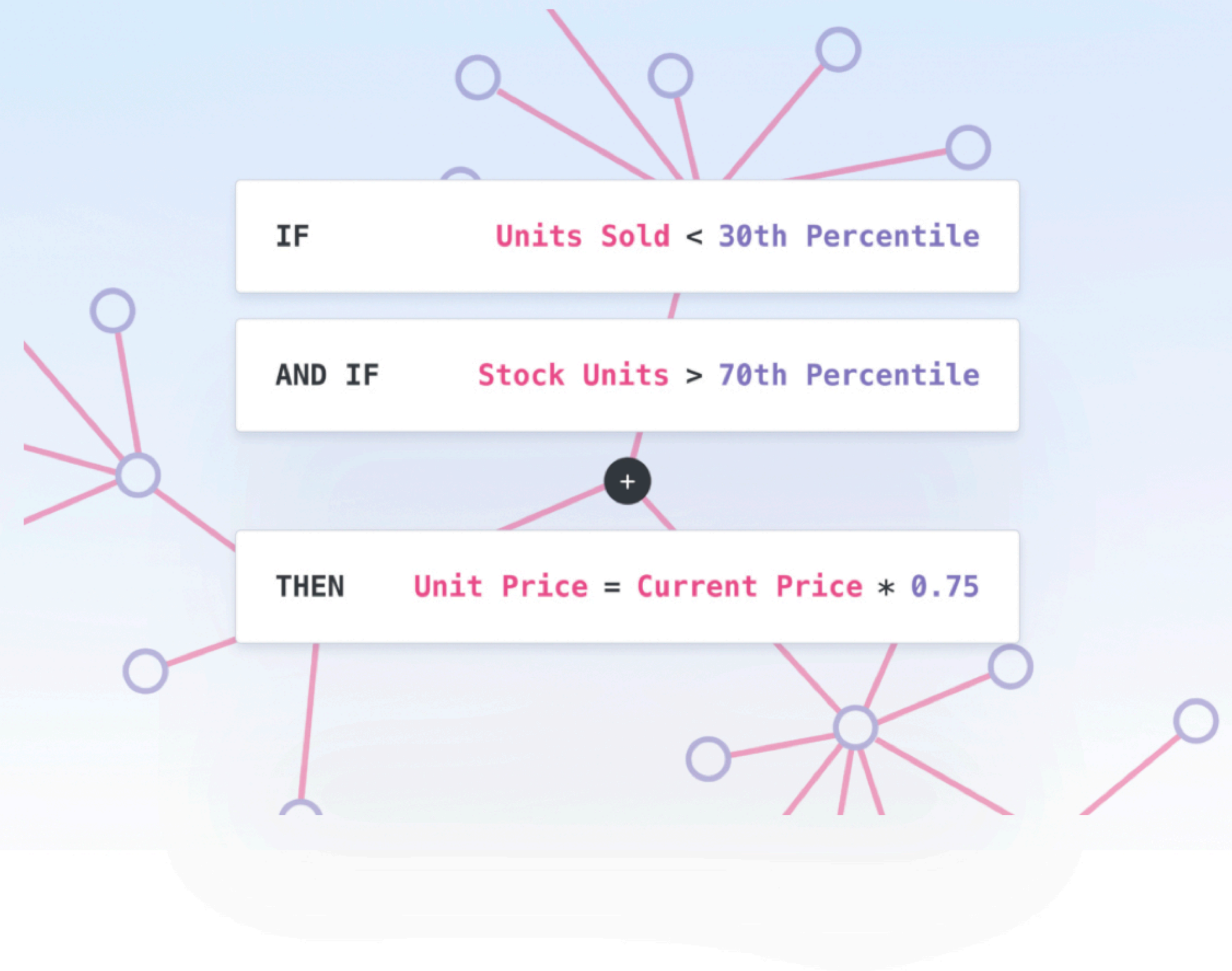
○ RETAIL AUTOMATION

Automatically turn insights into action

Build rules to automate improvements in pricing, product sorting, replenishment, and customer targeting, using hundreds of enterprise and market data signals. Don't take weeks to implement changes, automate them.

Your email address

Learn more



Automate retail



Price dynamically



Optimize exposure



Perfect
replenishment



Hyper-personalize
engagement



Increases your Sales and save money.

Plan your assortment with less guesswork

Validate styles, assortment and pricing decisions to ensure the right commercial offer.

Trade faster & protect your margins.

Once you are launched - see how your competitors are acting, respond to price-changes and adjust your tactics.

Spot opportunities and reduce costs

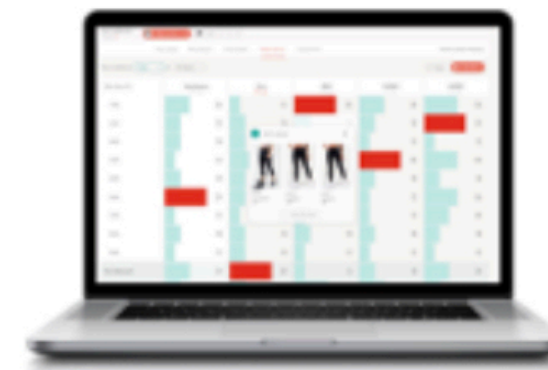
Identify opportunities in your market by spotting trends and do white-spot analysis. Also automate your work.

Three services - same core AI



Norna Reports

Weekly reports with smart market data. Build a competitive advantage with a big source of clustered retail data and competitive intelligence.



Norna Analytics

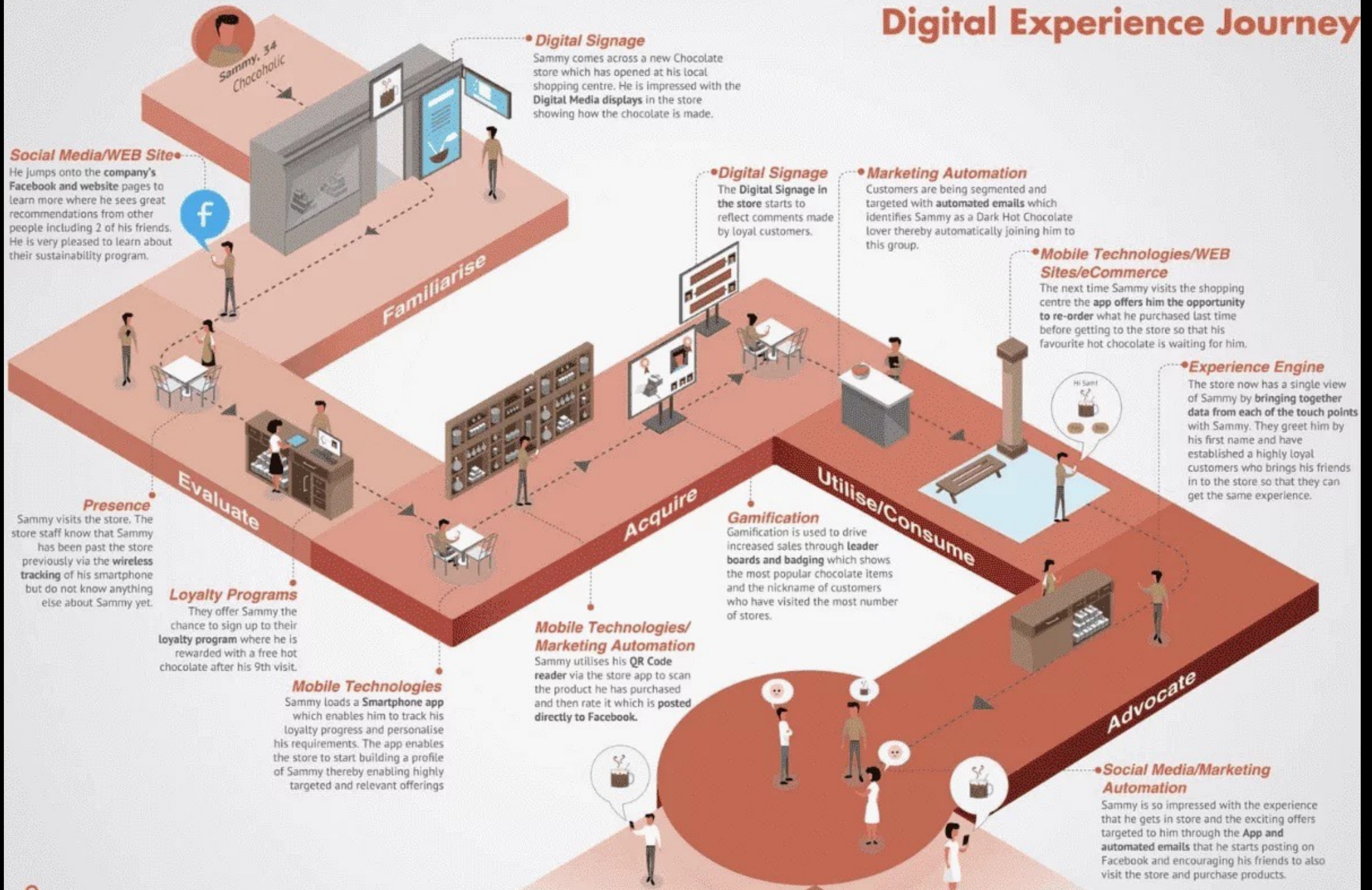
A comprehensive front-end that leverages on reliable categorized product data, that is easy to search, filter and understand. Trace every single data point, then analyze it on any level, or trace it back to its source.



Norna MatchBox

An AI boosted recommendation engine for eCom, that provides similar and relevant products recommendations, combining internal and external market data on best-sellers to reduce bounce rates, increase basket sizes and to drive sales.

Digital Experience Journey



A Massive Transformative Purpose: MTP

“The essence of strategy is choosing ~~what not to do~~
Organizations ~~without strategy~~ are willing to do anything”

“... Michael Porter updated”

When they have
an MTP

To Achieve It



Before: A strategy ("*hard choices*") was selected, it was aligned with it, people, incentives, structure and capacities, to achieve it. While the emerging events were absorbed as modifications to the strategy.

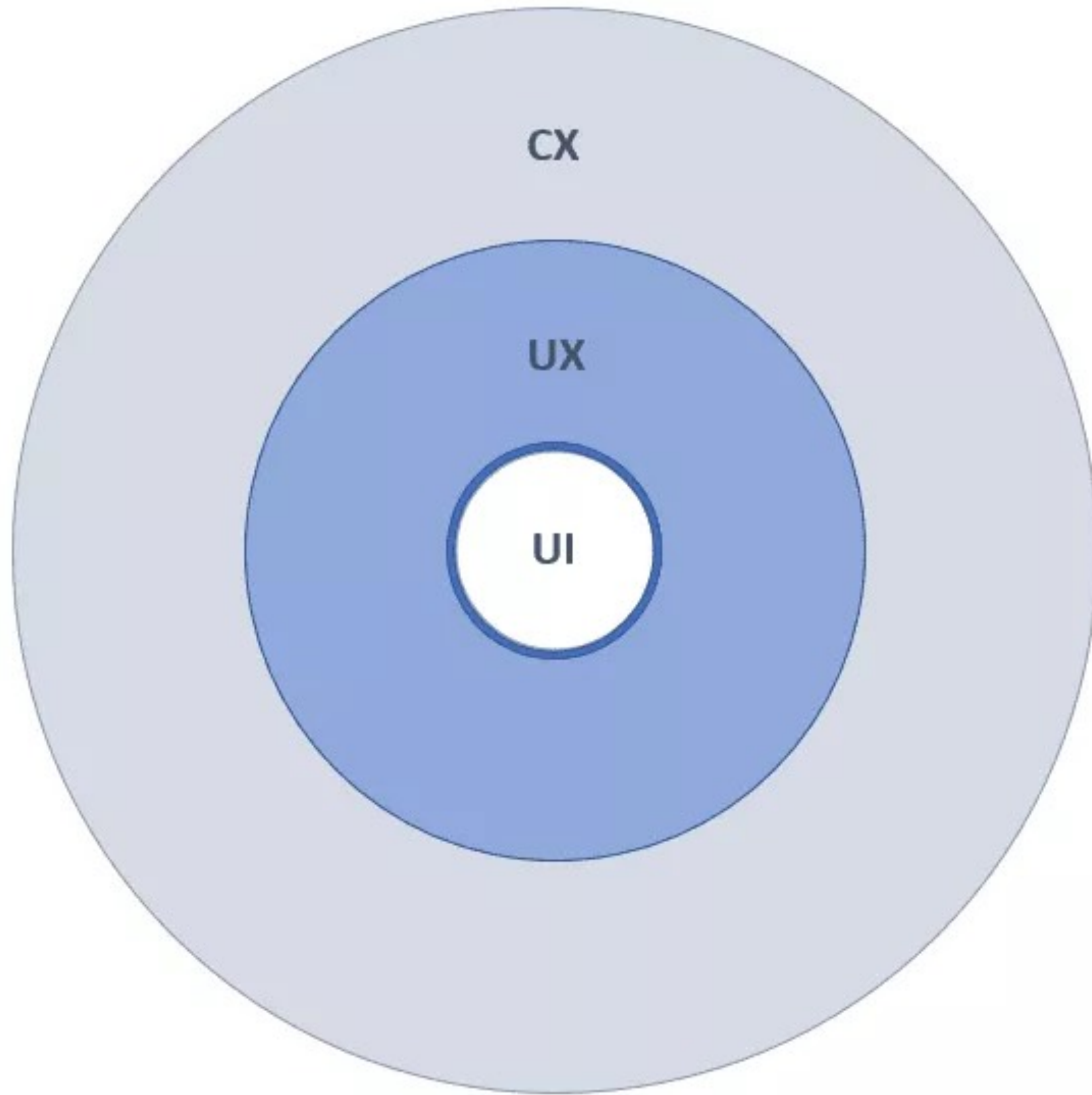
Now

You have a greater goal, a MTP and **everything (incentives, structure, capabilities, what you produce and where you play), **can be modified**, at any time, as long as you are oriented to comply with the **MTP**, or move positively in that direction.**

**The right strategy, based in
MTP, for a world of abundance
in an age of knowledge**

- The MTP allows you to create a **DIGITAL COMMUNITY** throughout the world, which will not be owned by you, but is genuinely willing to accompany your organization in achieving that MTP. MTP let create massive digital **CUSTOMER TRUST** .





**UI
IS PART OF
UX
IS PART OF
CX**



Time to
Transition From
CRM to CXM
for Better
**Customer
Experience**





By 2022, **more than half** of all major new business systems will incorporate continuous intelligence that uses real-time context data to improve decisions.



- Gartner

Source: Gartner "How to Use AI to Create the Customer Experience of the Future"



NATIONAL BESTSELLER

with a new introduction

**it's not the
BIG that eat
the SMALL
...it's the FAST
that eat
the SLOW**

How to Use Speed as a Competitive

→ → Tool in Business → →

JASON JENNINGS & LAURENCE HAUGHTON

Image credit: IStockphoto/DNY59

The image features a dense, three-dimensional network of glowing green and blue lines and nodes against a dark blue background. The nodes are represented by small, bright yellow and orange squares and circles, some of which are labeled with numerical values. The connections between these nodes form a complex, interconnected web that fills the frame. The overall aesthetic is futuristic and data-driven, suggesting a global or spatial network structure.

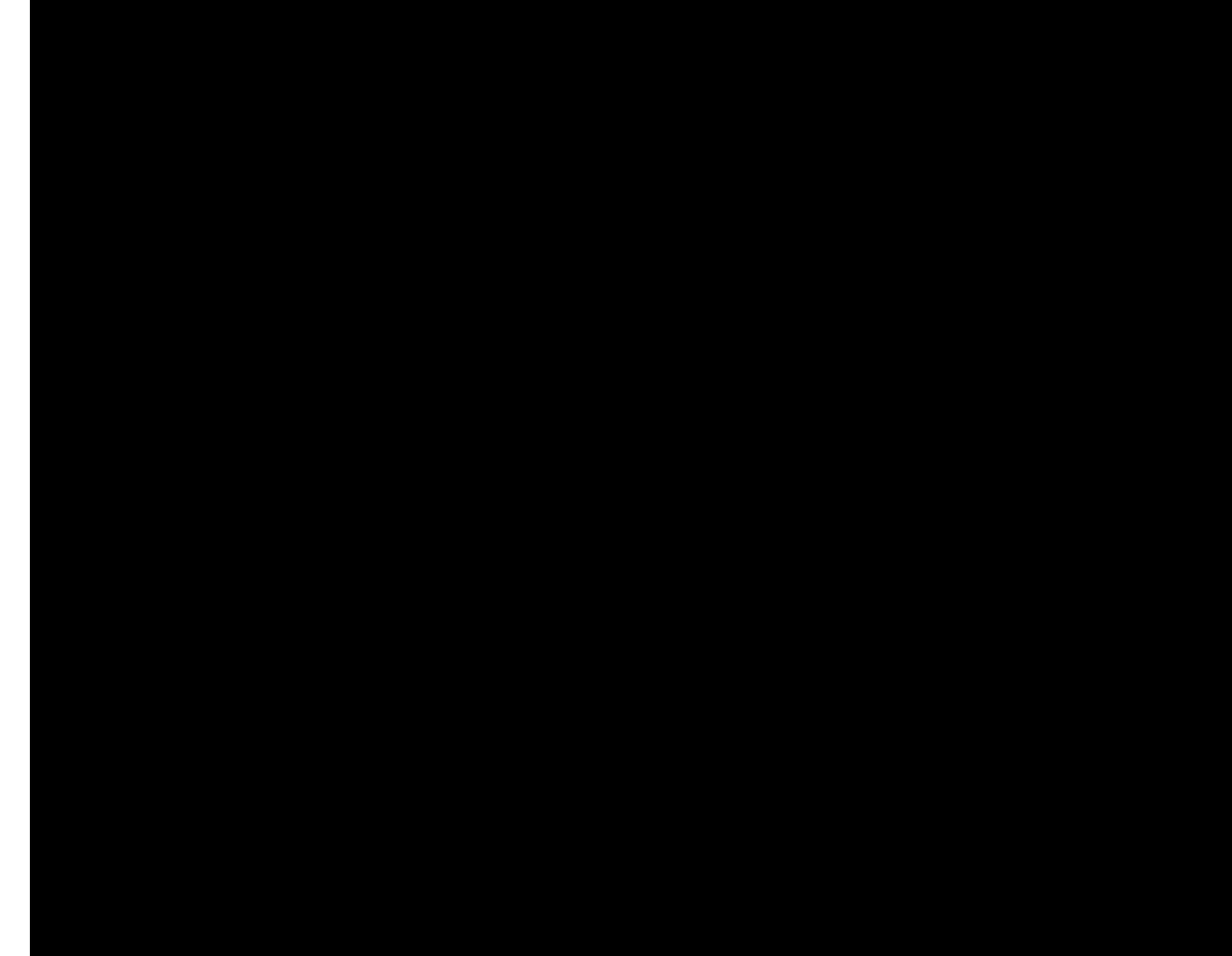
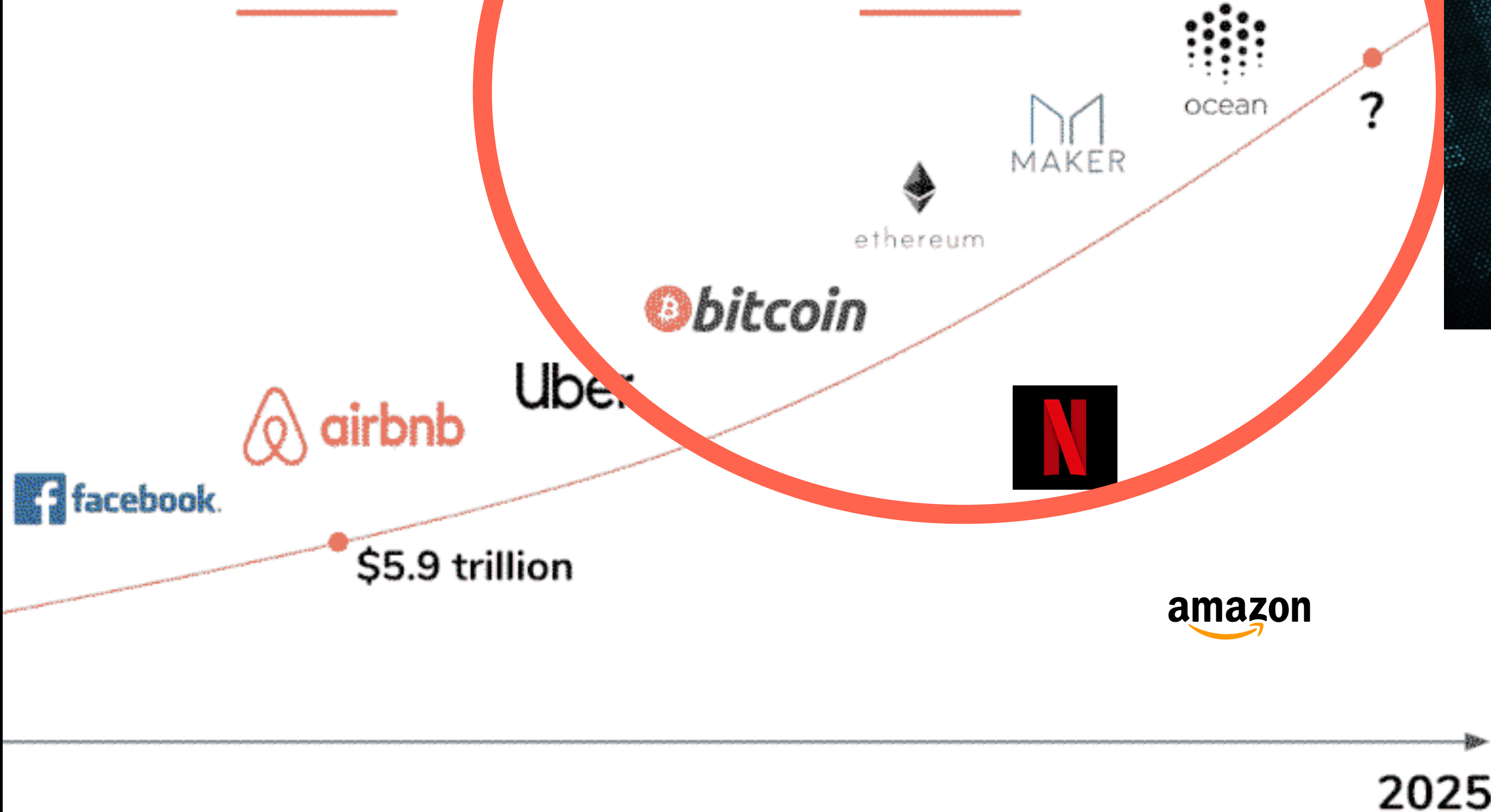
THE SPATIAL WEB

Web 2.0

'Social' networks
'Mobile-first' always on
Cloud-driven computing

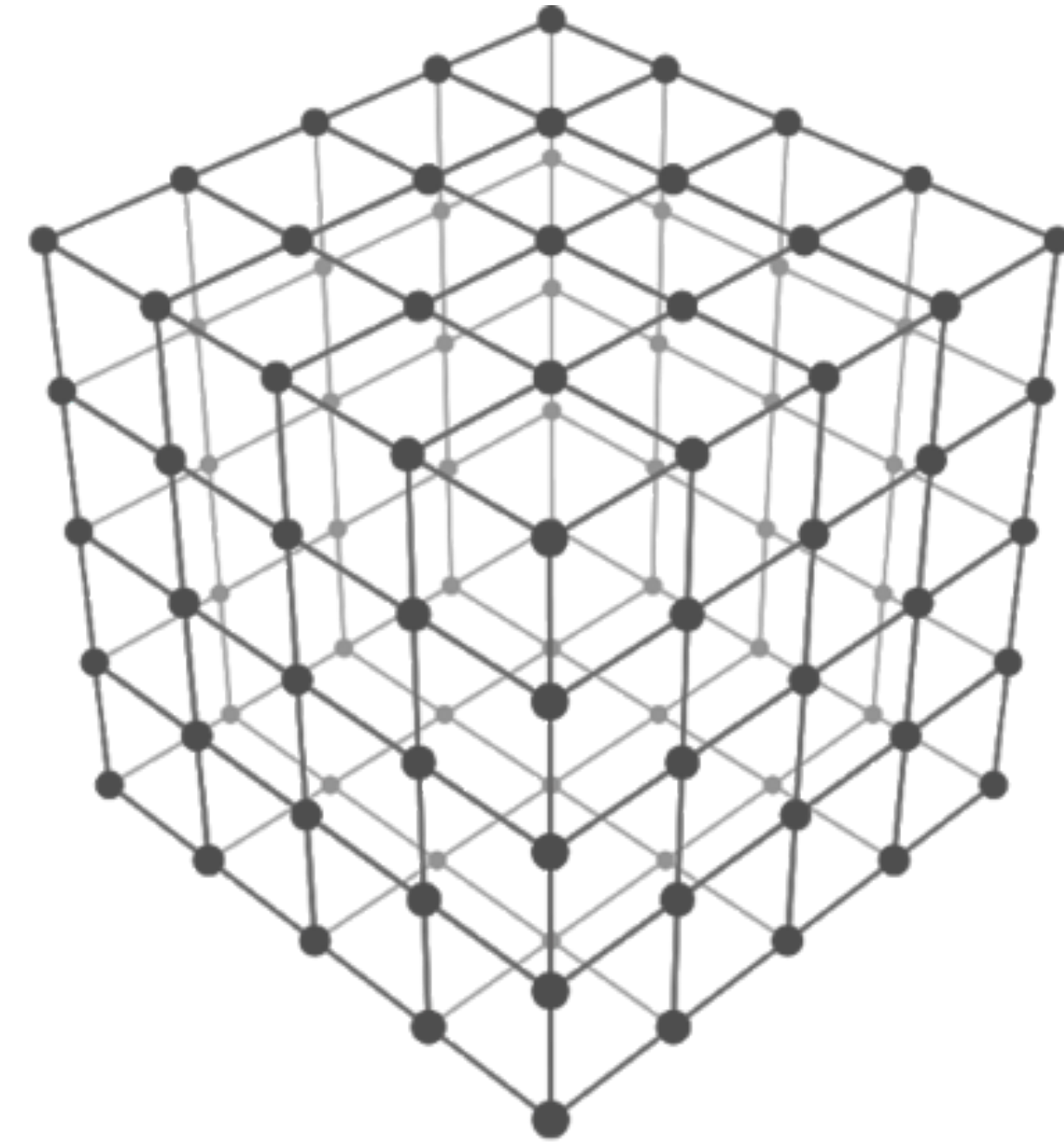
Web 3.0

AI-driven services
Decentralised data architecture
Edge computing infrastructure



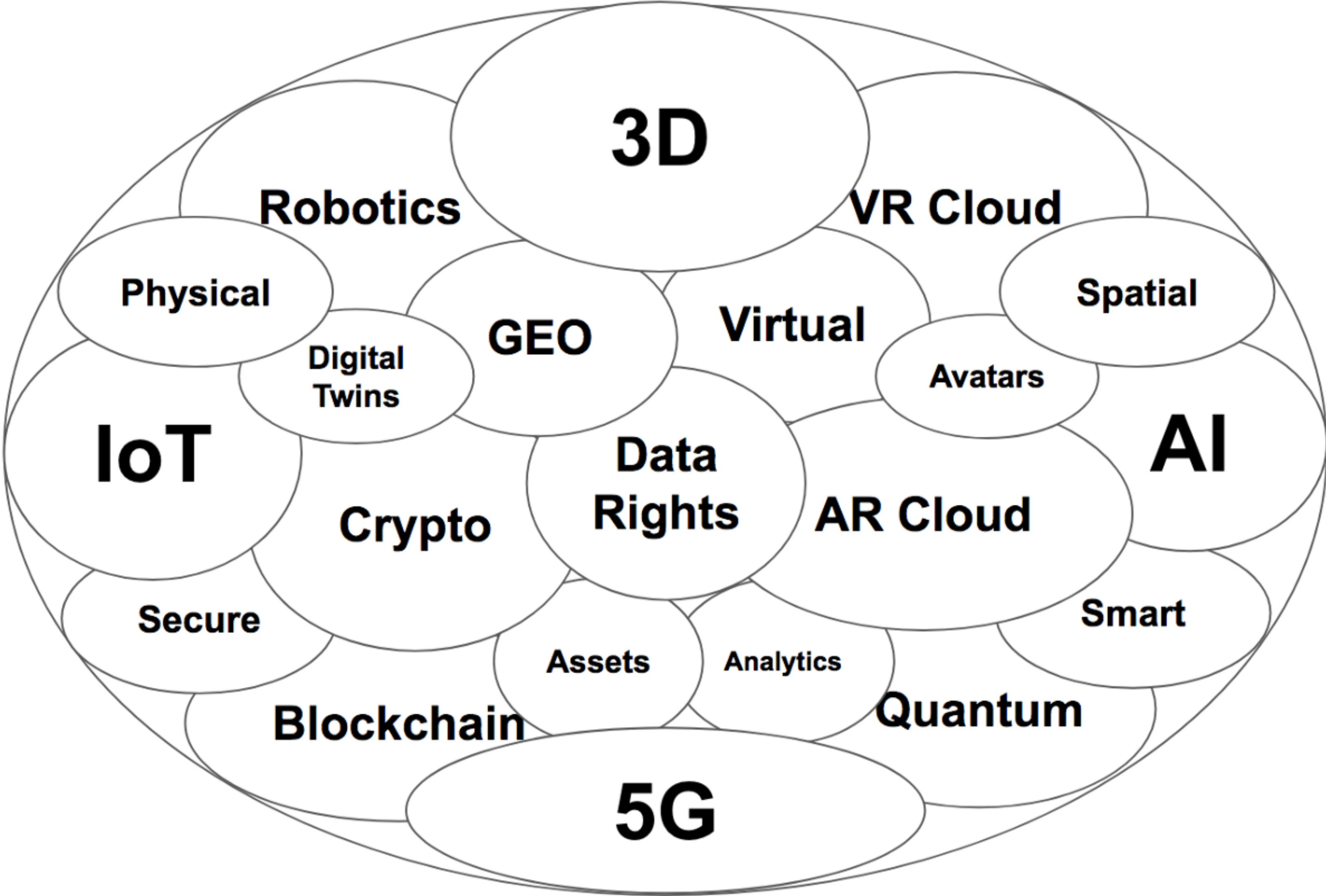


World Wide Web
websites linked together

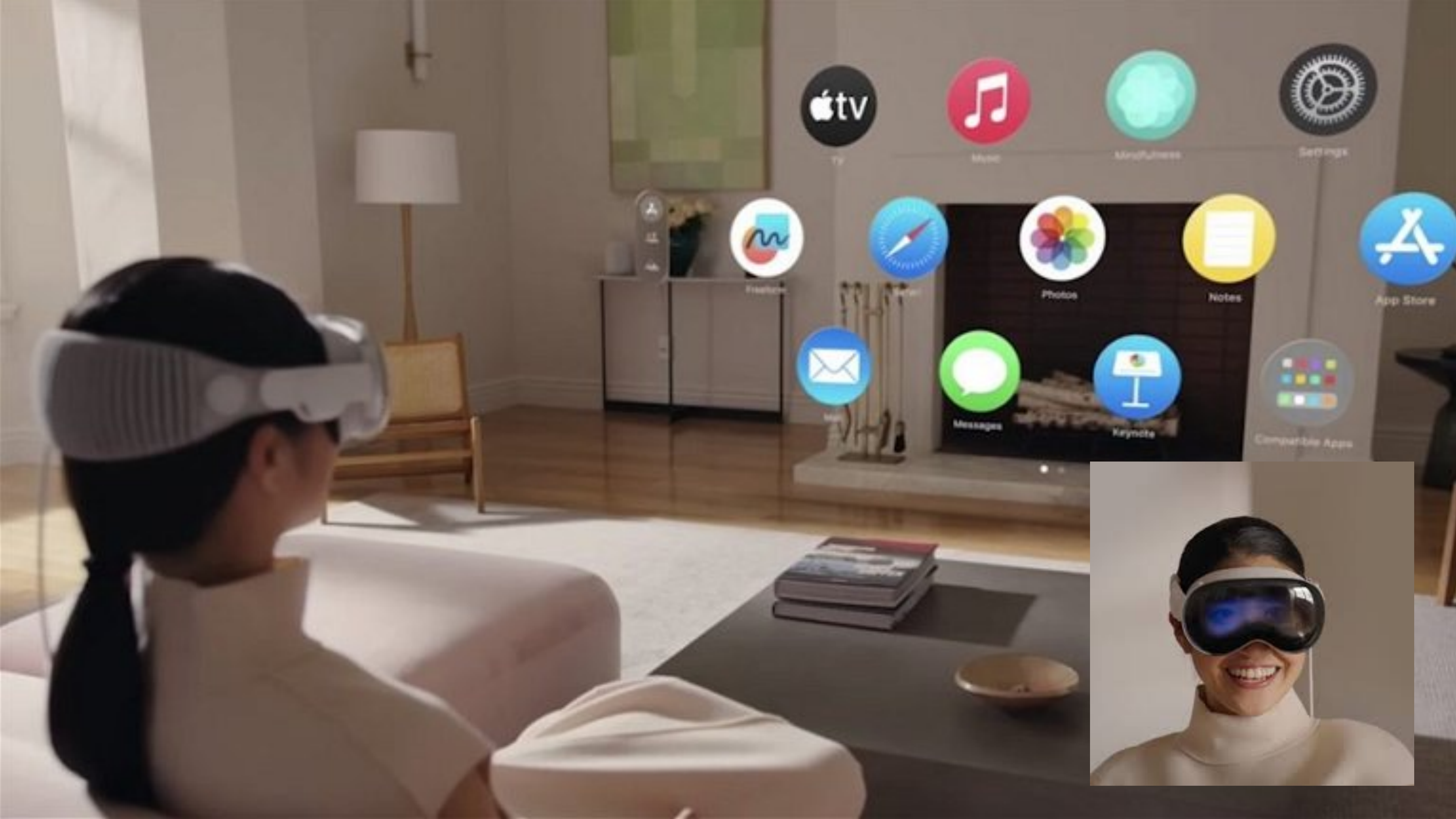


Spatial Web
people, spaces and assets
linked together

SPATIAL WEB







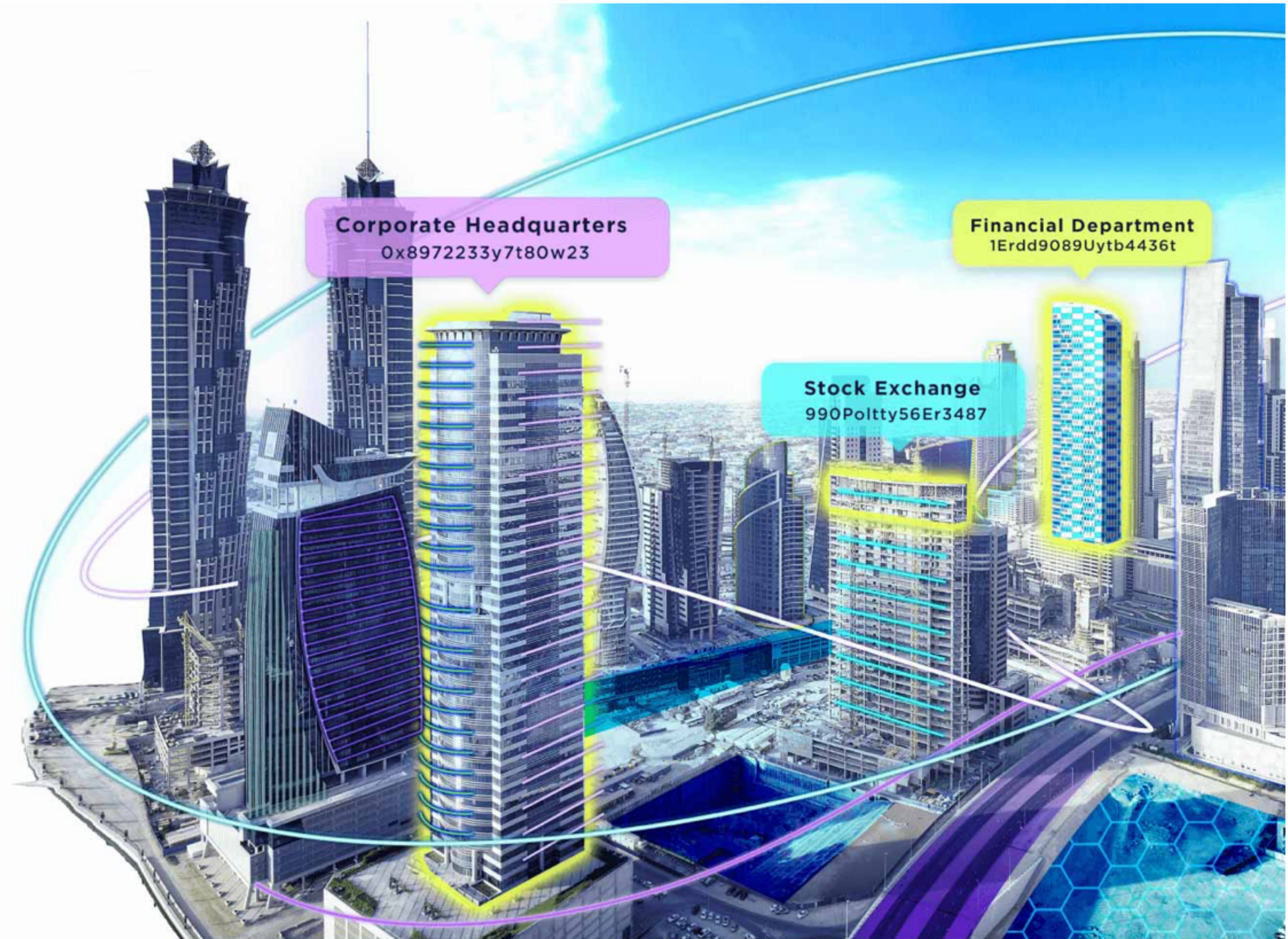


BLOCKCHAIN

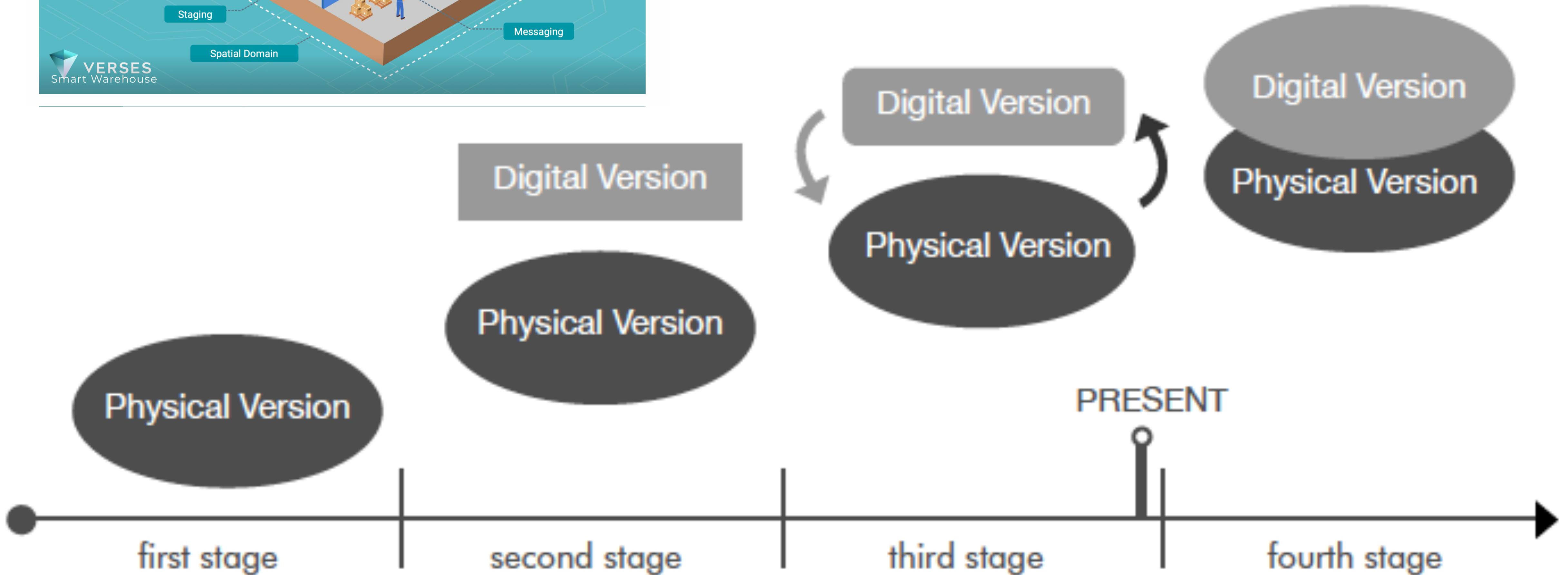
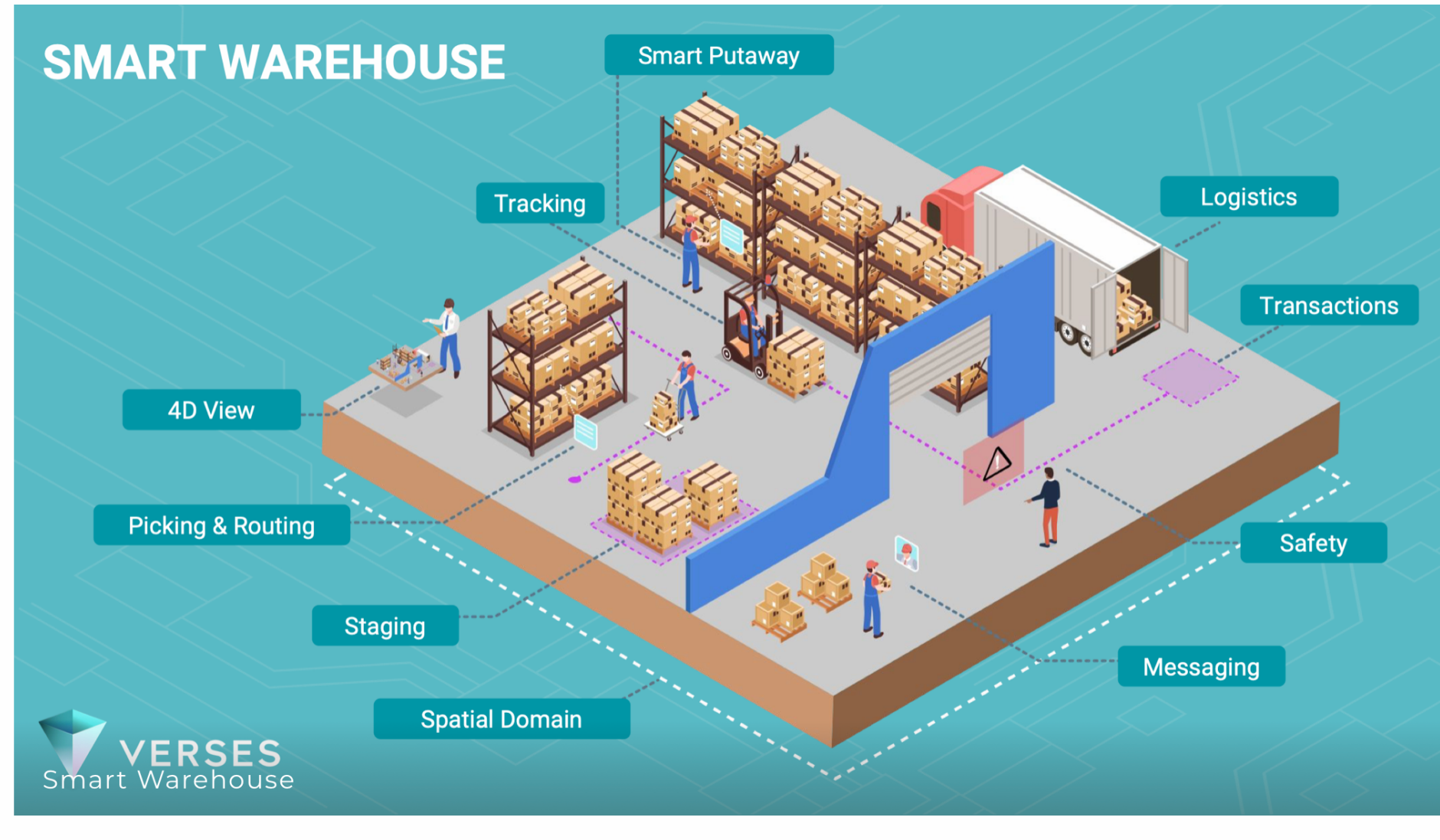
TECHNOLOGY

Smart Spaces & Spatial Domains

With a world of secured smart spaces, real places become virtual, and virtual places become real with their own programmable rights rules. By assigning the world a new set of coordinates that create Spatial Domains, humans and machines can interact and transact through this new digital layer of the physical world seamlessly and securely.

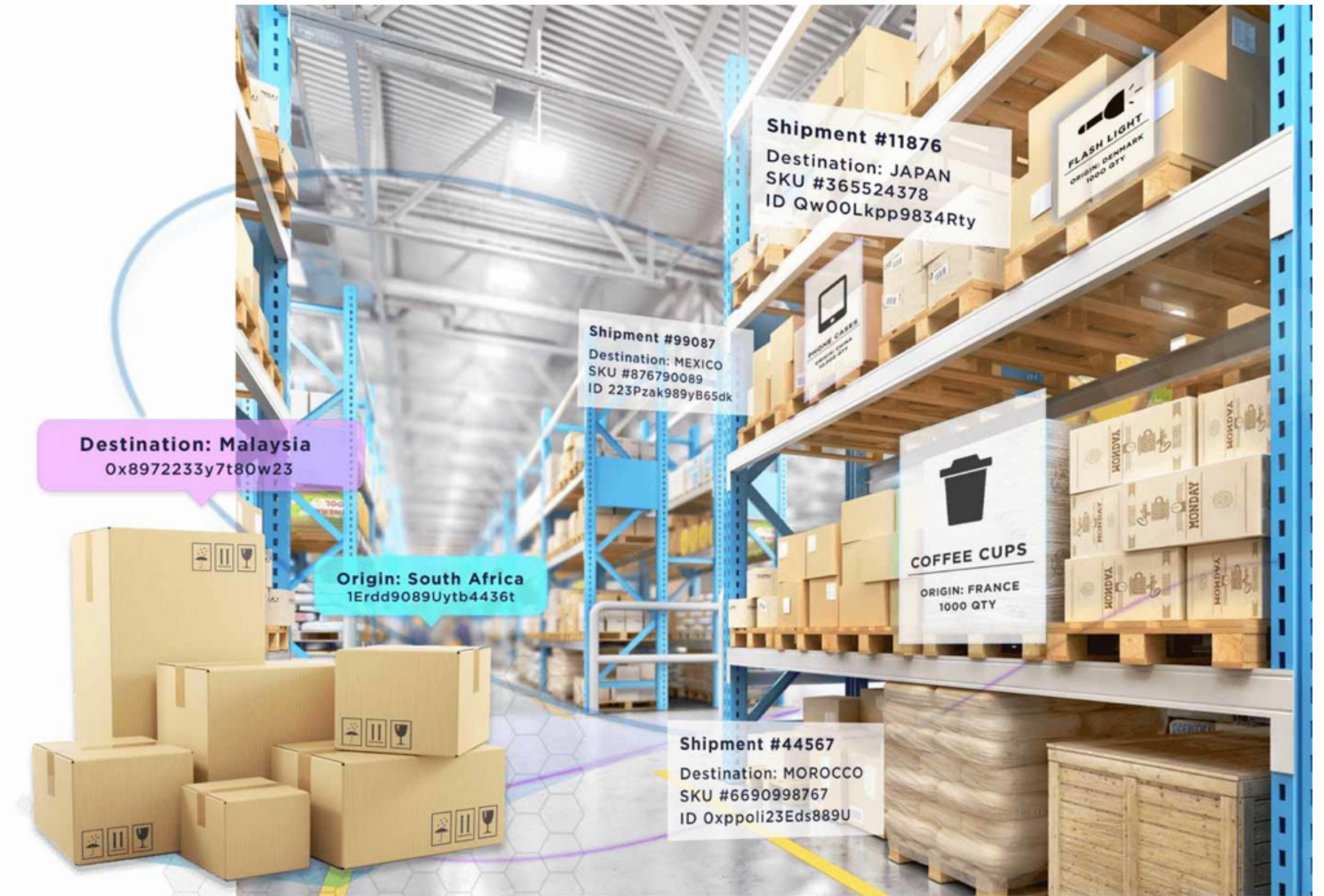


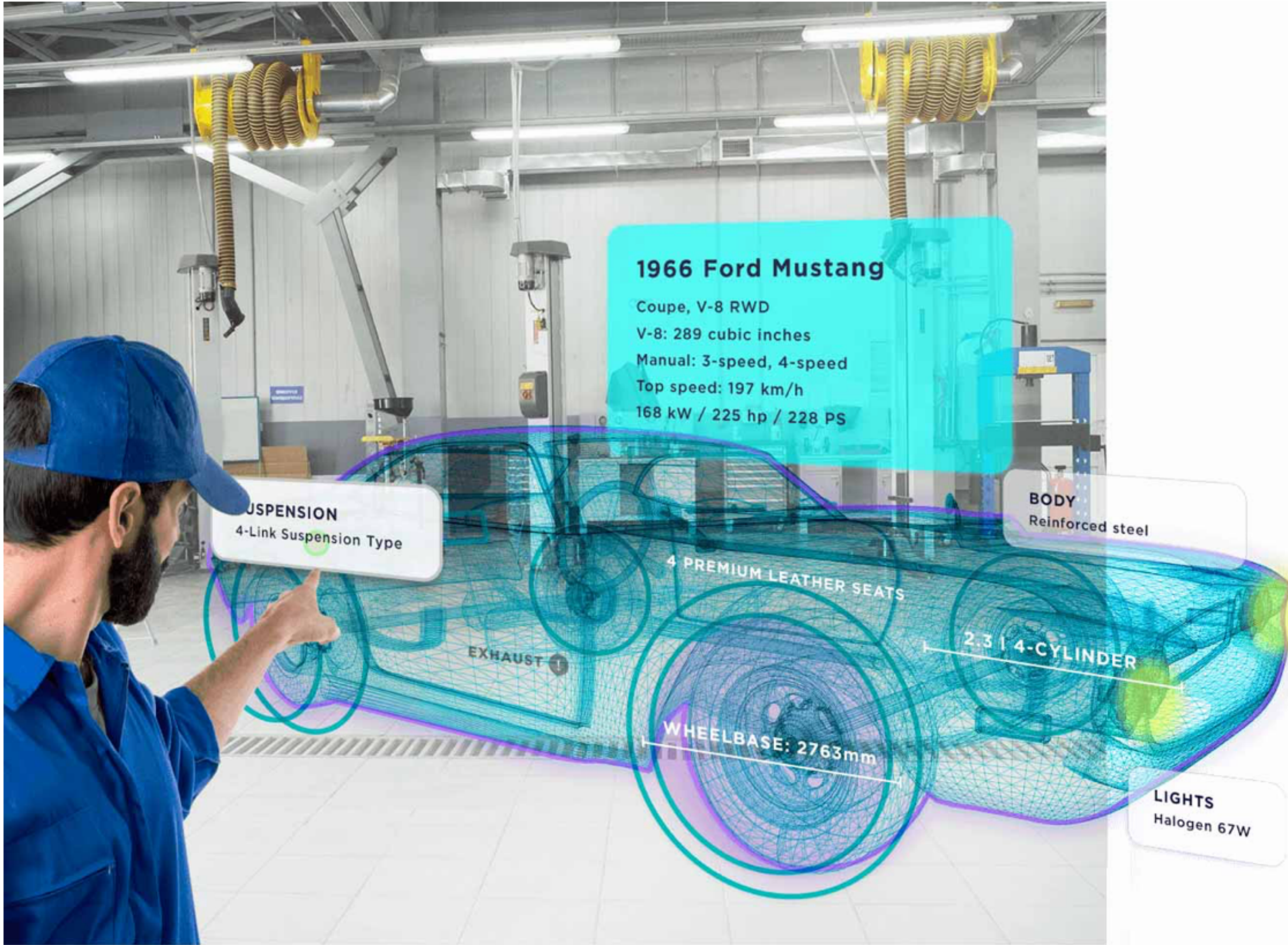
Industry Use Cases



Spatial Contracts

Spatial Contracts define how objects interact and transact in the digital world with individual contracts. These contracts set the ground rules and foundation for people, places and things to work together fluidly without oversight or barriers.





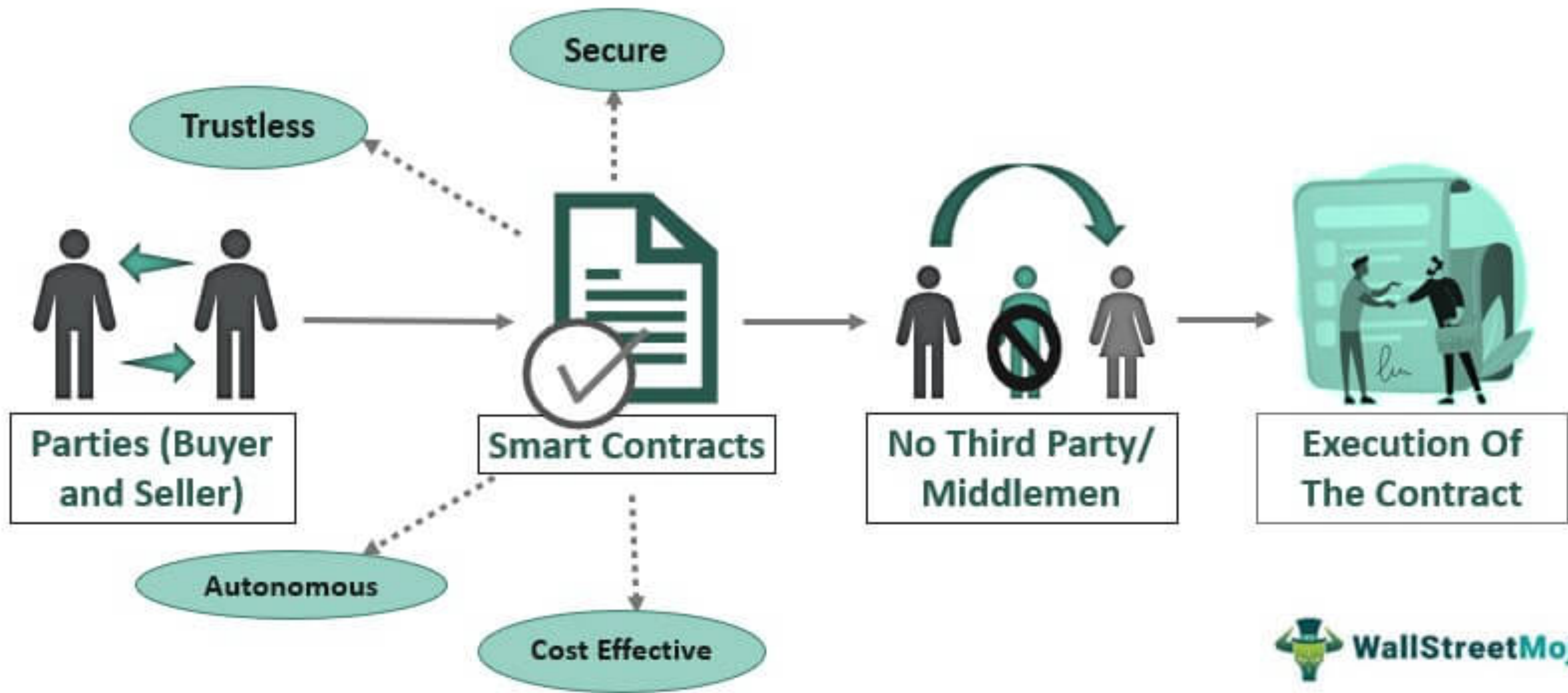
Smart Assets

Smart Assets are virtual or physical things that are given unique verified digital identity that makes them truly come alive. This allows users to securely interact, transact and transfer them between Smart Spaces. Smart Assets can be tracked through time and space, record details of their ownership, manage their own transactions and interface with a whole world of devices no matter where they go.

Beneficios de los Smart Contracts



Smart Contracts



TRADITIONAL CONTRACT (BUSINESS)

www.BlogSaays.com



PARTIES



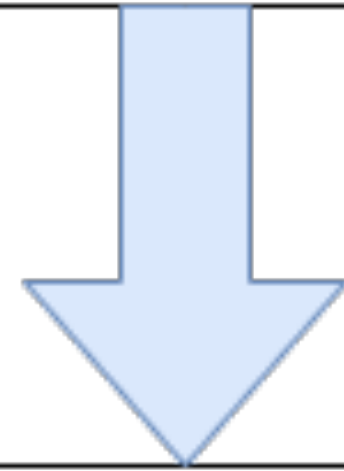
CONTRACT



3rd PARTY
(Banks/Gov/others)



EXECUTION



SMART CONTRACT in BLOCKCHAIN (BUSINESS)



PARTIES



SMART CONTRACT



EXECUTION

www.BlogSaays.com















AI Prompt Engineer

[APPLY FOR THIS JOB](#)



gettyimages 25 YEARS
Bettmann

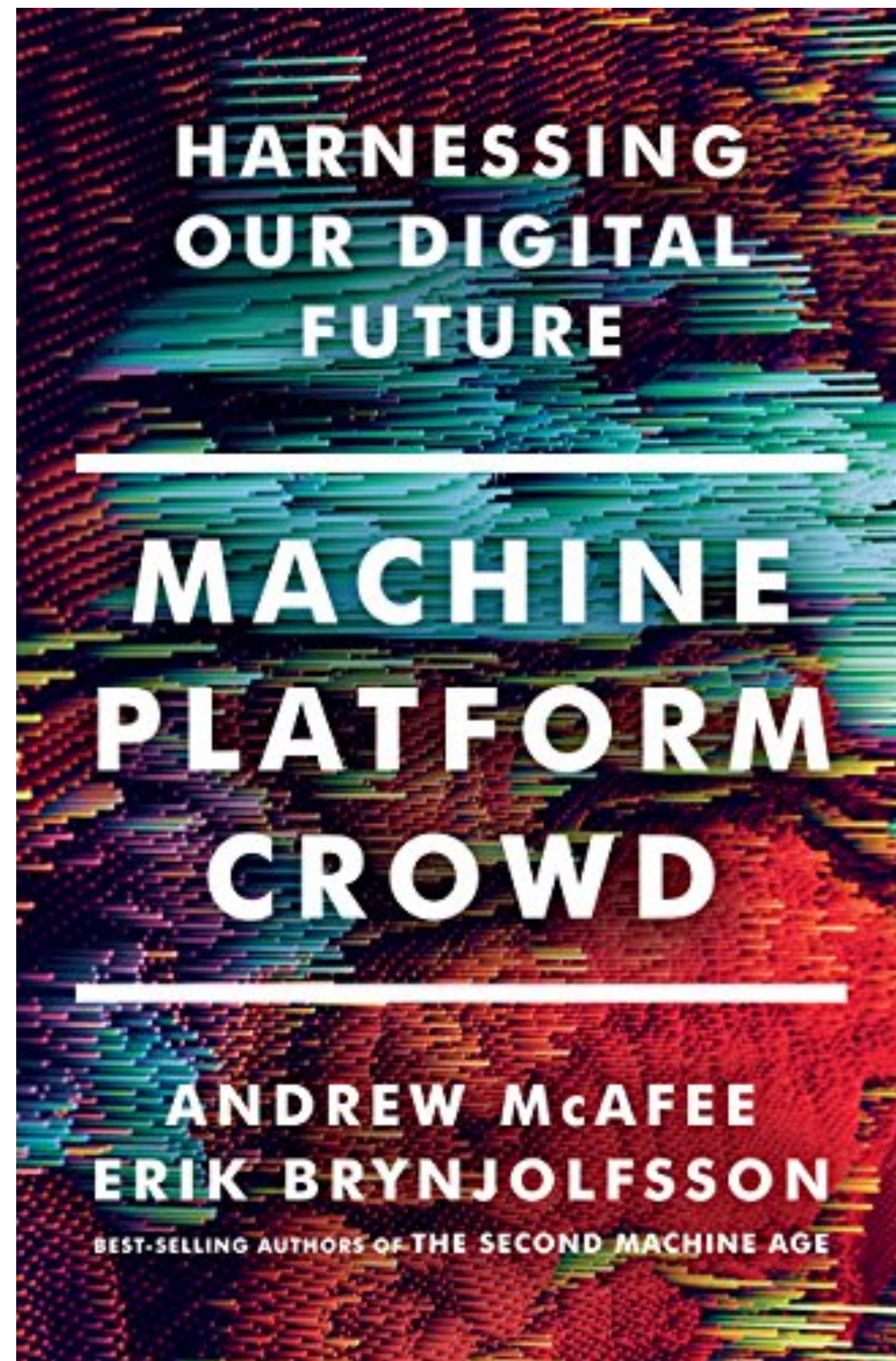
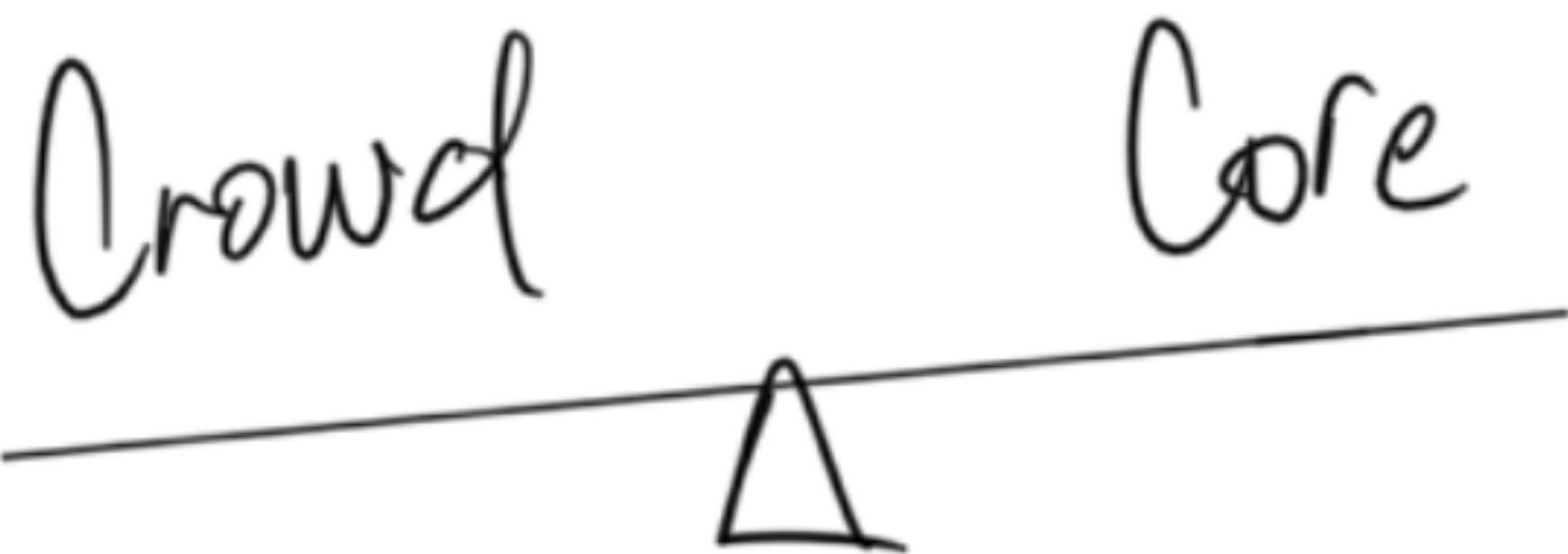
Machine Mind



Platform Product



Crowd Core



elkinecheverri.in



 DALL·E



@eecheverri