

# Data Monetization

We make the intangible tangible

We have vast experience in managing data. We are experts in finding and designing solutions that generate value and profitability based on that value.

## How do we do it?

- › Based on disaggregated data management.
- › Data-driven decision-making.
- › The integration of different sources.
- › An analytical view complemented with a vision of the business.
- › A multidisciplinary project-based team.
- › A data-driven culture

## Our methodology

### AS-IS Picture

- › Understand the current situation.
- › Evaluate the situation of the market(s).
- › Identify business opportunities.

### Strategy definition

- › With the AS-IS vision, we can decide on and define the strategy for both the pilot and roll-out phases.

### TO BE - Roadmap

- › Define the needed resources.
- › Internal/external clients.
- › KPIs.
- › Design, implement and assess the “use cases”.
- › P&L and business plan

We provide a 360° data consulting service which includes:



#### Technological infrastructure

- › Storage.
- › First-party-data structure.
- › Create segments.
- › Serve as a bridge with third parties.
- › Activate segments.
- › Create prospection models.



#### Data sources

- › Enrich audiences based on their browsing profiles.
- › Contextual, technological, recency and frequency variables, etc.
- › Audience extension to implement prospection models and identify similar users.



#### Modeling (lookalike)

- › Define and develop models.
- › Develop targetable segments.



#### Sales strategy

- › Identify potential clients.
- › Guide and develop product offering, pricing policies, costs and volume