

# In-House Consulting

Incorporating new skills, knowledge and key capabilities to success

- › We have experience in helping large firms incorporate new digital marketing and programmatic skills.
- › Our teams are trained with the proper methodology to study a company “as is” and carry out gap analyses depending on where the company wants to go.
- › We advise companies on what they lack and how this affects them at the economic and organizational levels.
- › We help our clients select and implement the most appropriate technology, tools and knowledge to ensure that they meet their established objectives.

## How?



### **In-House Strategy:**

Case studies, benchmarking, selecting marketing platforms and providing support during negotiations



### **Set Up:**

Tracking strategy, integration with other platforms and digital marketing



### **Activation:**

Approach, targeting, set-up, clustering, focus on KPIs, formats, creative line-up, etc.



### **Optimización & Reporting:**

Key metrics, implementation and problem-resolution



### **Training:**

Training plan, “always on” at all levels



### **Rebold Implants:**

We become members of the team