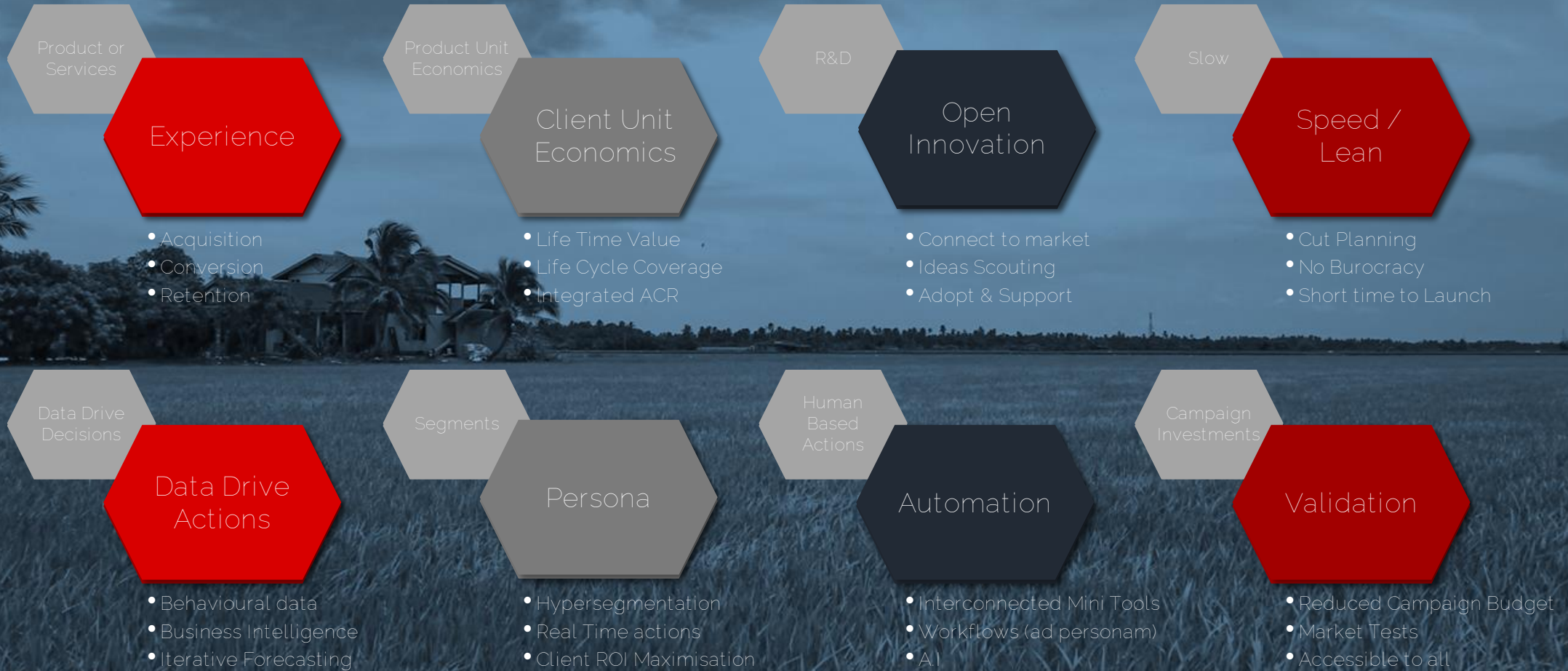# TRACTION

AUTOMATING PERFORMANCE

YOUR DIGITAL MARKETING COMPANY

CLIENT PRESENTATION

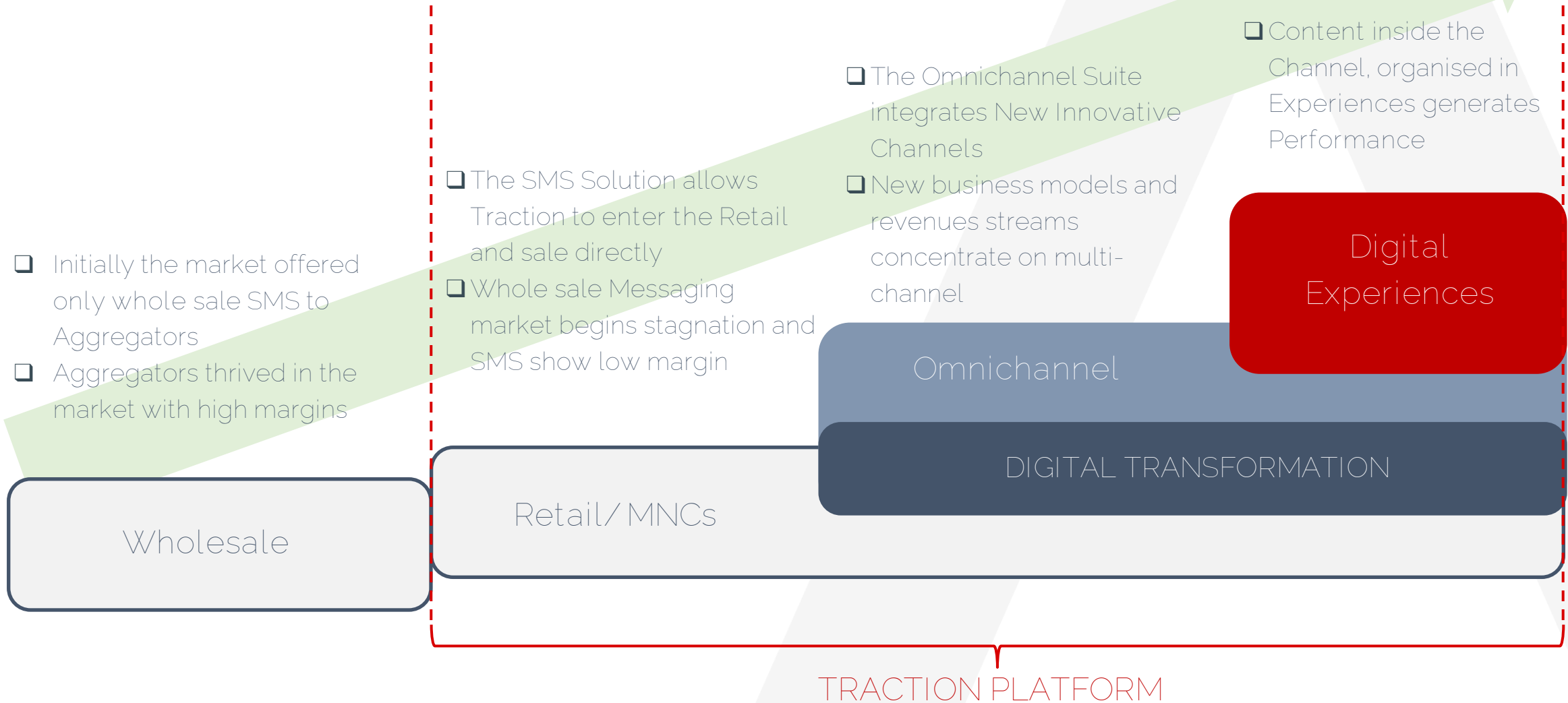# THE " NEW DIGITAL MARKETING"

2022 Global Digital Market: a totally different way to organise your company

Before

Today

Product or Services

Experience

- Acquisition
- Conversion
- Retention

Product Unit Economics

Client Unit Economics

- Life Time Value
- Life Cycle Coverage
- Integrated ACR

R&D

Open Innovation

- Connect to market
- Ideas Scouting
- Adopt & Support

Slow

Speed / Lean

- Cut Planning
- No Burocracy
- Short time to Launch

Data Drive Decisions

Data Drive Actions

- Behavioural data
- Business Intelligence
- Iterative Forecasting

Segments

Persona

- Hypersegmentation
- Real Time actions
- Client ROI Maximisation

Human Based Actions

Automation

- Interconnected Mini Tools
- Workflows (ad personam)
- AI

Campaign Investments

Validation

- Reduced Campaign Budget
- Market Tests
- Accessible to all

TRACTION OFFER FOR THE DIGITAL MARKET

Enterprises are now focused on Digital Transformation and Traction has a very relevant Offer with Digital Experiences as the key "performance" element

❑ Content inside the Channel, organised in Experiences generates Performance

❑ The Omnichannel Suite integrates New Innovative Channels
❑ New business models and revenues streams concentrate on multi-channel

❑ The SMS Solution allows Traction to enter the Retail and sale directly
❑ Whole sale Messaging market begins stagnation and SMS show low margin

❑ Initially the market offered only whole sale SMS to Aggregators
❑ Aggregators thrived in the market with high margins

Digital Experiences

Omnichannel

DIGITAL TRANSFORMATION

Retail/ MNCs

Wholesale

TRACTION PLATFORM

WHY WE ARE DIFFERENT

1. We cover the whole life cycle of your end-clients

Acquisition
Conversion
Retention

CRM

Most Digital Agencies are positioned here only!

Some Digital Agencies are positioned here

Few Digital Agencies are positioned here!

TRACTION AUTOMATING PERFORMANCE

TRACTION AUTOMATING PERFORMANCE

TRACTION AUTOMATING PERFORMANCE

2. We combine services with automation tools

SERVICE AS A VALUE
(Digital Marketing Campaigns)

VAAS

SOFTWARE AS A VALUE
(Multichannel Automation Platform)

SAAS

Most Digital Agencies are positioned here only!

Few Digital Agencies are positioned here!

TRACTION AUTOMATING PERFORMANCE

TRACTION AUTOMATING PERFORMANCE

ALL INTO A SINGLE PLATFORM

TRACTION PLATFORM COMPONENTS

Our Digital Marketing Automation Platform is divided into 2 main components: SAAS and VAAS

SERVICES_: VAAS

TOOLS_: SAAS

VAAS - Value As A Service
This component refers to professional services in the area of Performance Digital Marketing, rendered by our Experts with focus on campaigns performance.
We call this Marketing Management

SAAS - Software As A Service
The toolbox behind our services that we use ourselves to provide marketing automation and multichannel user engagement.
We call this Performance Automation

We combine our Professional Expertise on Digital Marketing with State of the Art Automation Tools

"You can use any channel you want, you can reach customers anywhere and anytime, buy when you do, you better tell them something interesting!"

TRACTION PLAFTORM: SERVICES+TOOLS

Traction uses a Cloud Based Platform that features several Innovative Massaging Channels and the most advanced Automation, Content Management and Client Segmentation systems

CLOUD BASED

MESSAGING + AUTOMATON SIDE
(Omnichannel Automation)

SAAS

Channels:

| Mail | Messanger | Whatsapp | Viber | Chat/Bot | SMS | RCS |

Engines:

| Automation | Channel Man. | Content Man. | Segment |

SERVICE BASED

VALUE ADDED SIDE
(Digital Content and Campaigns)

VAAS

Projects:

| | Acquisition | Conversion | Retention |

Validation

Traction

AUTOCUST
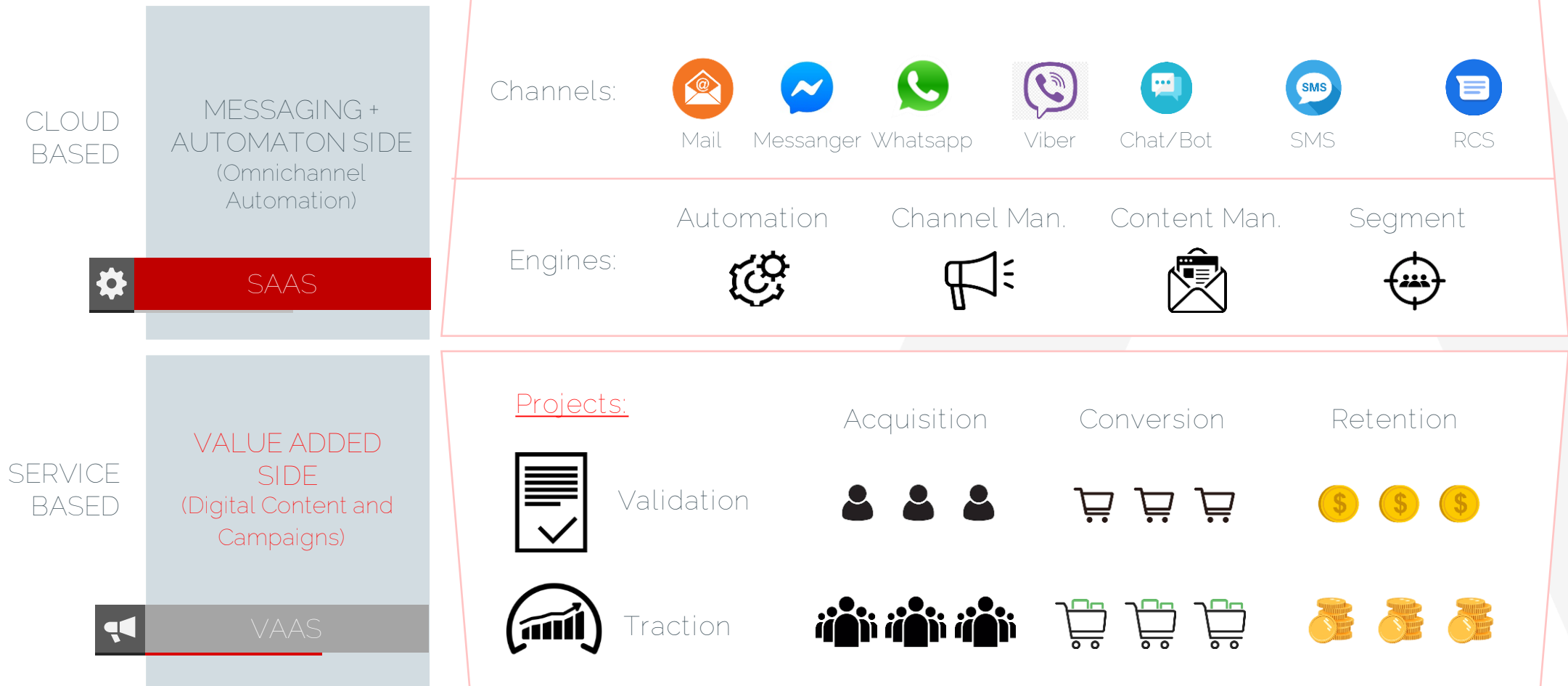
ACQUISITION CAMPAIGNS

Inbound Marketing activities are aimed to generate New Leads, New Customers and apply to all business models such as B2B or B2C

- Google Ads/ YouTube
- Facebook/ Instagram Ads
- Linkedin Ads
- Twitter Ads
- Spotify/ TikTok and others
- Customer Journey Management
- Campaign Optimization
- Lead Generation
- Instant Conversion

- Lead Scoring & Qualification
- Lead Nurturing
- Late Conversion
- Landing Page Management
- Conversion Rate Optimization
- Reactivation

CONVERSION CAMPAIGNS

Activities that aim to transform a Lead or a Contact into a Customer who actually buys your services or products

RETENTIONCAMPAIGNS

These are all activities that aim to increase the spending of your customers and generate engagement and loyalty

- Digital Customer Experience
- CRM Automation
- Omnichannel Marketing
- E-mail marketing
- Funnel Marketing
- Loyalty System
- Gamification

PERFORMANCE AUTOMATION

Our tools generate Automation for more efficient and personalized campaigns

OUR TOOLS
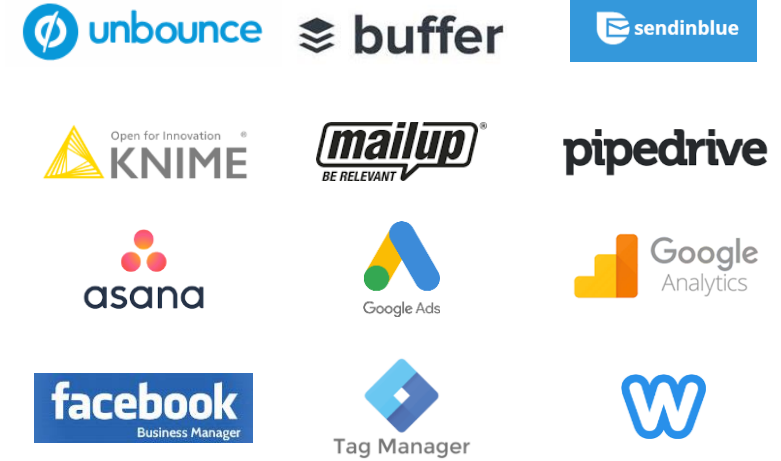
- Campaign Automation
- Protocolli di CRM
- Autoresponders
- Hypersegmentation
- Content Automation
- Full life Cycle Coverage

AUTOCUST

Omnichannel Marketing Automation Platform

ratemeup

Tool for Rating and Assessment

emailurgency

Count-Down for Email and Landing Pages

DIYRECTORY
THE P2P STARTUP CATALOGUE

Directory PTP of Investors e Startup

TOOLS WE USE

unbounce

buffer

sendinblue

KNIME
Open for Innovation

mailup
BE RELEVANT

pipedrive

asana

Google Ads

Google Analytics
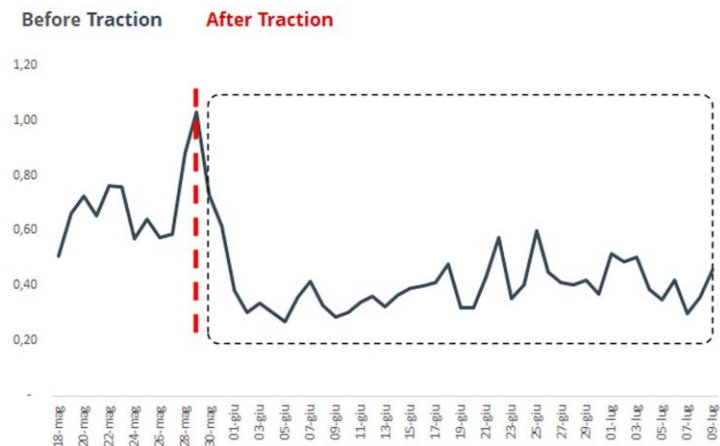
facebook
Business Manager

Tag Manager

W
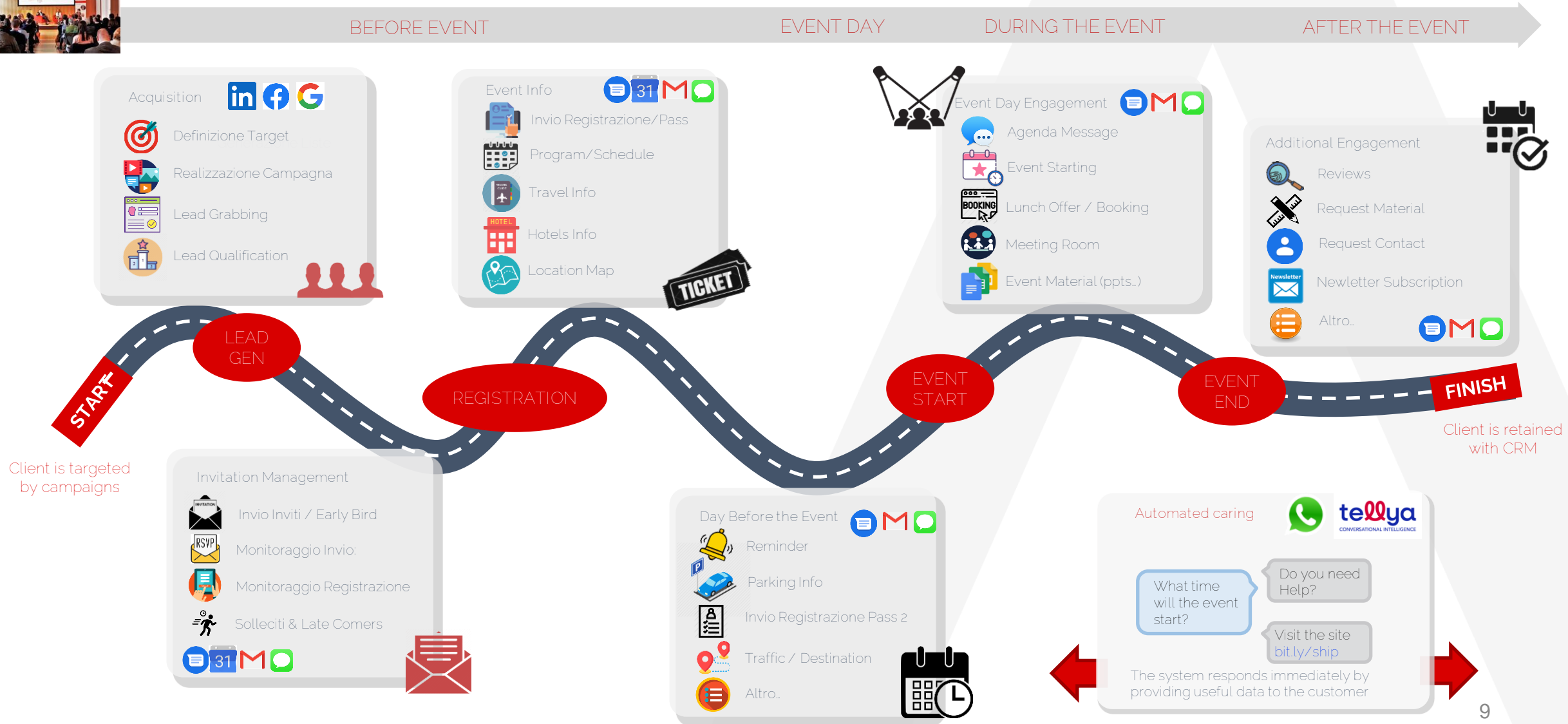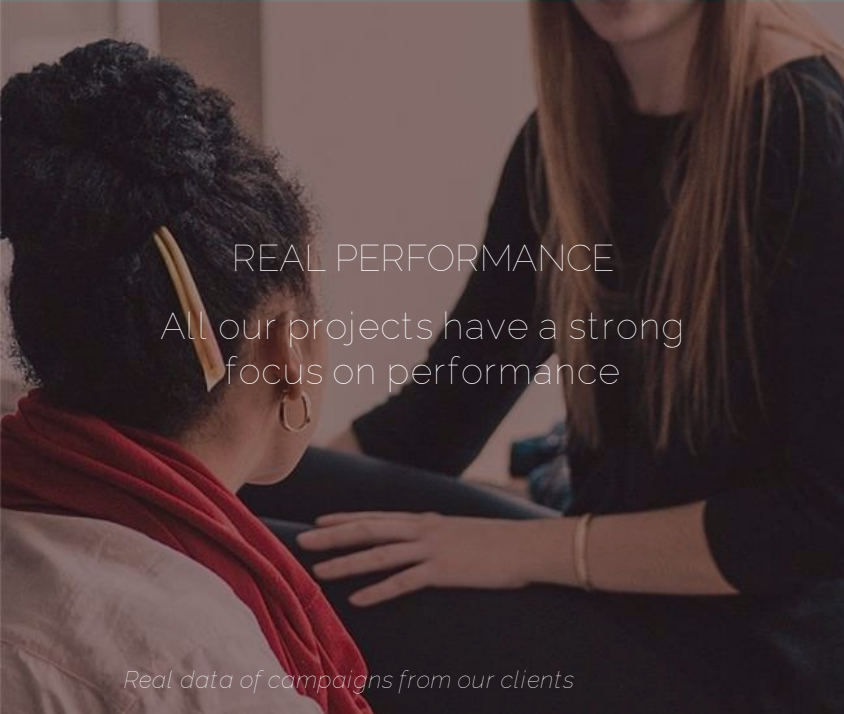
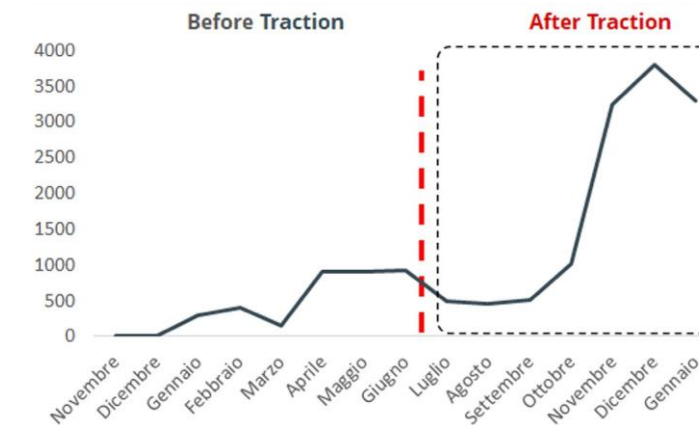REAL PERFORMANCE

All our projects have a strong focus on performance

Real data of campaigns from our clients

Cost per Clic (CPC)

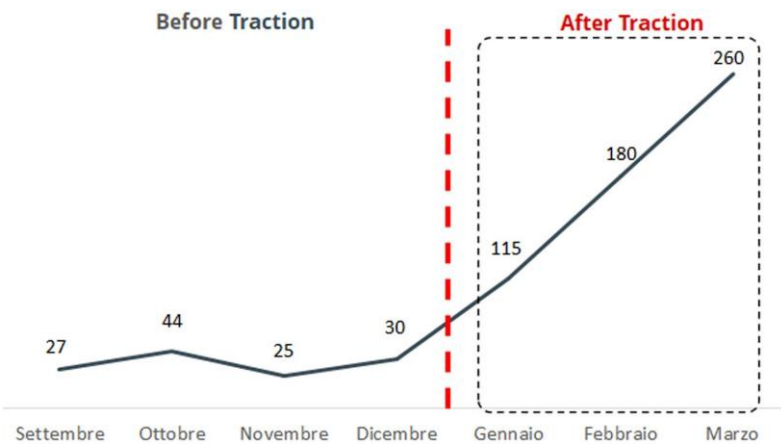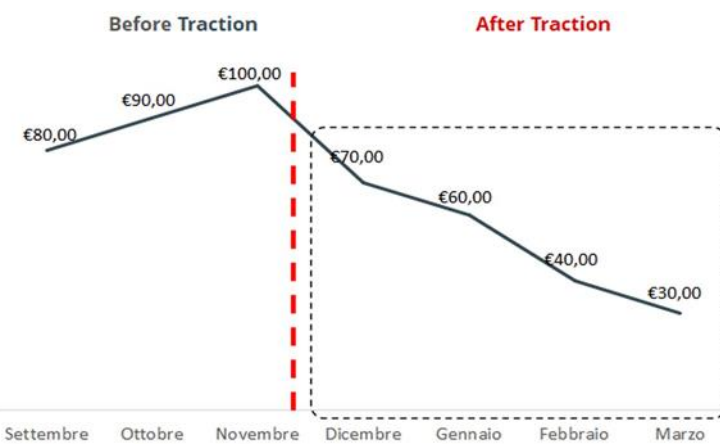

Before Traction   After Traction

Monthly revenues

Before Traction   After Traction

Nr of New Clients

Before Traction   After Traction

27   44   25   30   115   180   260

Settembre   Ottobre   Novembre   Dicembre   Gennaio   Febbraio   Marzo

Cost of Acquisition (CPA)

Before Traction   After Traction

€80,00   €90,00   €100,00   €70,00   €60,00   €40,00   €30,00

Settembre   Ottobre   Novembre   Dicembre   Gennaio   Febbraio   Marzo

Cost of Acquisition (CPA)

Before Traction   After Traction

€103,87   €53,33   €44,42   €34,15   €26,57   €23,52   €23,65

Dicembre   Gennaio   Febbraio   Marzo   Aprile   Maggio   Giugno
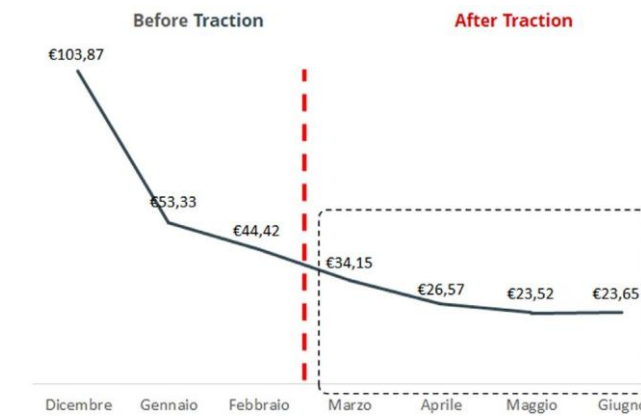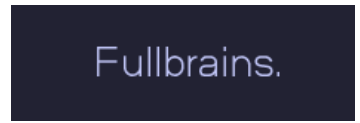
CONTACT US – Book an appointment with our experts

BOOK YOUR
FREE DEMO
HERE

BOOK NOW

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