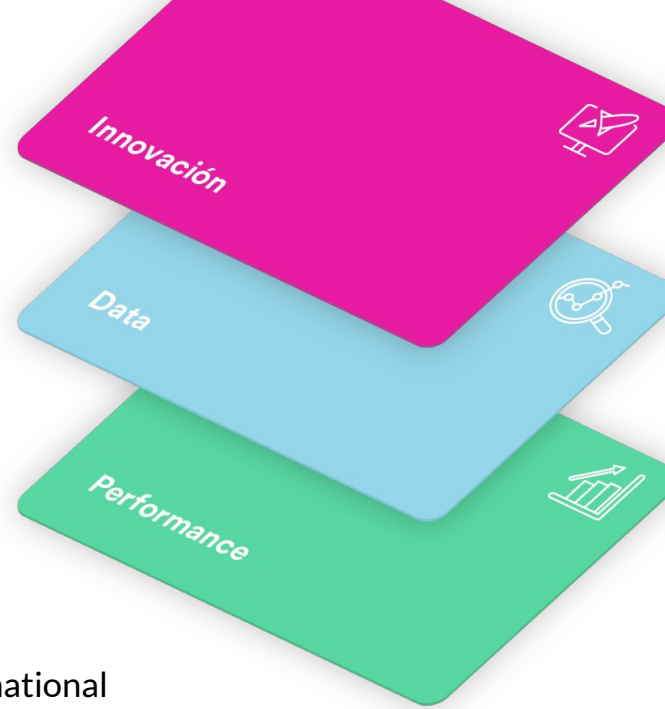


Sales Deck



We are Zenda.

We lead digital projects developing effective strategies and transformational process to achieve SMART objectives for our clients businesses.



— We are Zenda



We get in charge of the leadership on the advertising campaigns based on innovation and constant learning of the ecosystem surrounding the business

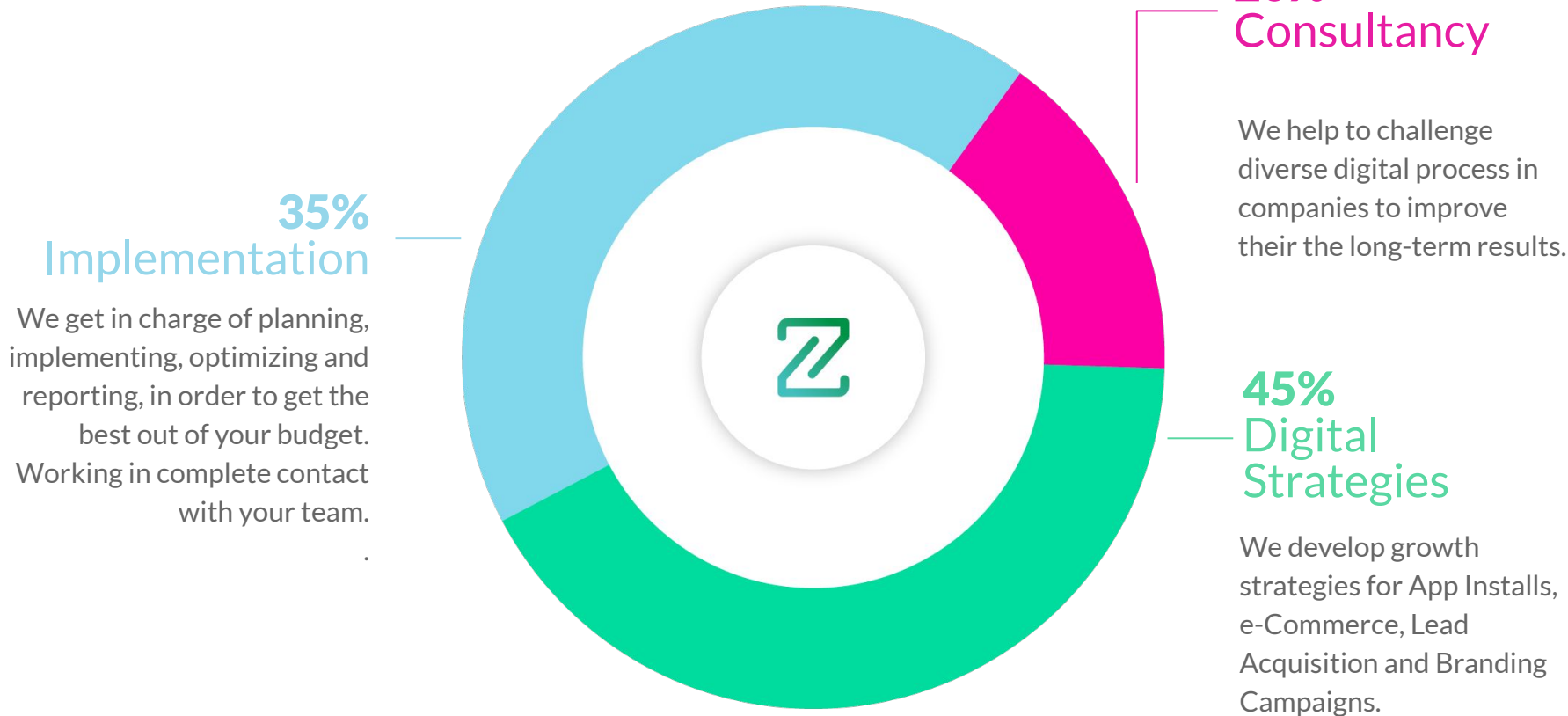


Each team is always available for inquiries, working close improves the speed of learning process and allow us to get involve better.



It's the only way of developing long term relationships. And a must in everything we do..

What we Do



Markets Where we Work



Local Ambassadors

Argentina

Matías De Caro

Spain

Germán Aranda

United States

Alexandra De La Torre

Chile

Julián Chadwick

Trust in us



ACÁMICA



WORKANA



Success Case - Startup



Crypto-Wallet: We handled their initial setup, launching multi-channel campaigns and their entire MVP validation with the needed metrics to prove their business case.



KPIs

and dashboards for
investors.

+20

measurement metrics defined

+100x

MAUs on the app.

Google Ads

facebook Ads

Apple Search Ads



Success Case - Leads

ACÁMICA

Technology Education University: We redefined they entire measuring model to improve allocation between careers and markets. Allowing us to replicate the model in new countries in latam.

Geo Target



2X

New students Year over Year

+200 campaigns

handled monthly with different objectives and markets.

+5 countries

added to the business strategy.

Google Ads

facebook Ads

LinkedIn ads

Segment

Notion

Success Case - Performance



Hotel Group: We Manage the digital projects and performance of their hotels (Dazzler, La Quinta, Wyndham, etc.) all-over Latinoamerica.

Geo Target



80%

time reduction off reporting with real-time new online reporting, improving focus over analysis.

+400%

increase on ROI from Facebook. Branding campaigns replace with brandformance & performance objectives

+15 chains

promoted all-over latam in 3 different languages.

Google Ads

facebook Ads

Google Hotel Ads



Success Case - App



Women Health App: We develop a new strategy based on 6 Month user retention, measuring the cost of retained users all across the world and classifying them by Life time value and quality.

Geo Target



3X

New Users Retained 6M
after Install.

4 millions

increase on Monthly
Active Users (MAU)

+120 countries

reach by acquisition
campaigns.

Google Ads

facebook Ads

Apple Search Ads

adjust

Amplitude

Work Method

01. Challenge

We audit the business assets, to understand potential issues and key business objectives, through a Marketing Canvas.

03. Planning

We set and execute the plan over the best possible media available, with constant adaptations and adjustments to improve results.

04. Execution

We develop reports and KPIs necessities to understand the whole business performance.

02. Knowledge

We develop a plan with growth milestones, based on performance and product online development.

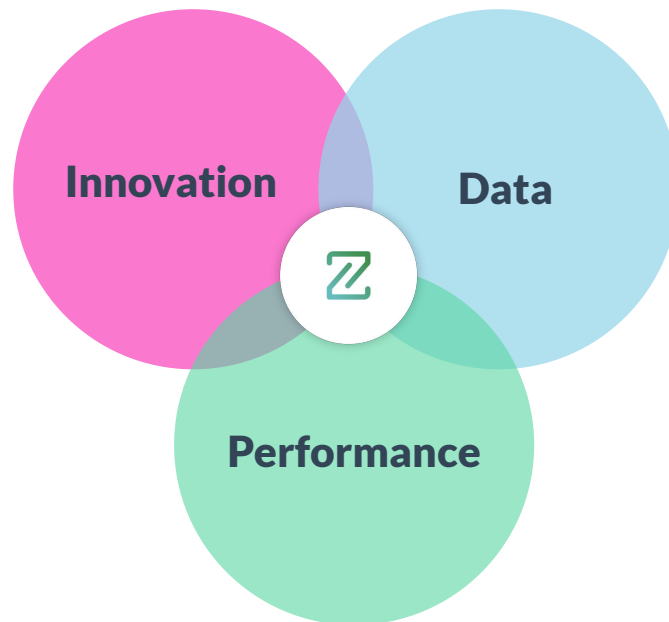
Method

Agile Process

The raise on learning speed and data analysis force everything to work over new methods with quick reactions.

To work with modern startups we first have to think as one.

Challenge Critical Thinking, key in Growth Hacking.



Media & Tools

Media

Google Ads

facebook Ads

LinkedIn ads

Apple Search Ads

amazonadvertising

Pinterest

Data

Google Data Studio

SUPERMETRICS

Google Analytics

AppsFlyer

Amplitude

Segment

Flow

G Suite

slack

Notion

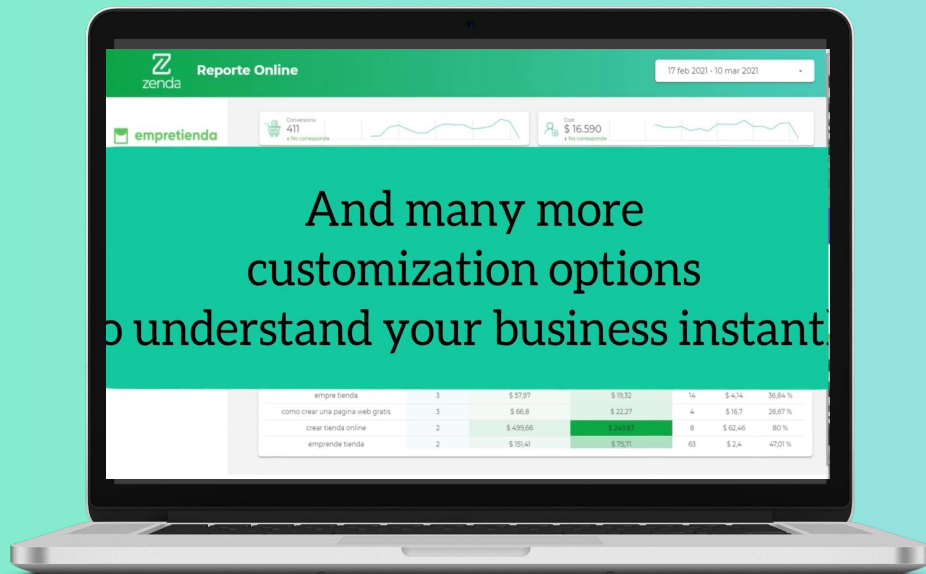
Trello

zoom

zenda

Sales Deck

KPIs & CONTROL



Developed over Data Studio, using Supermetrics & Reporting Ninja. 100% Online, customizables and with Real Time Metrics.

- Highly Customizable Dashboards for each Area.
- Control your specific KPIs, stop looking after irrelevant metrics.
- “If not accionable, shouldn’t be tracked.”

Control Panel



Developed over Notion.so, 100% Online y customizable:

- Our shared HUB build to improve our collaboration together.
- Quick Access to work done, media plans & learnings.
- Learnings & A/B Test Vault to quickly recover them.

Business Model

Fix fee based on workload

Guarantees the full service based on the different process involved, and the amount of resources needed. Ideal for stable budgets.

Variable fee based on investment

Guarantees the full service based on the different moments of the year and stages of the project. Ideal for performance aimed clients.



¡Thank you!

zenda.digital

