

Plataforma SaaS de marketing e vendas para bens de consumo e serviços



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A empresa oferece uma plataforma SaaS inovadora e eficiente, projetada para empresas de todos os portes, com três módulos principais: automação de marketing para o consumidor, captura de vendas de distribuidores e programas de incentivo de marketing comercial, possibilitando a expansão global e uma alta receita recorrente, validada por seu histórico com empresas de classe mundial em quatro continentes.

Proposta de valor

Definido com base nas próprias experiências dos fundadores como diretores de marketing e TI em empresas multinacionais, o que repercute nos clientes.

SaaS flexível e escalável: Solução totalmente gerenciada, eliminando a necessidade de implementadores externos. Modelo de assinatura de pagamento por uso com opções personalizadas para PMEs e grandes empresas. Uma relação preço-desempenho altamente competitiva em comparação com seus pares.

Envolvimento do consumidor com fidelidade omnichannel: Plataforma integrada para marketing digital, programas de fidelidade e gamificação, permitindo o rastreamento contínuo do consumidor em 360°.

Automação da captura de sell-out: Captura automatizada de dados de sell-out e execução de programas de incentivo, proporcionando visibilidade de ponta a ponta do desempenho de vendas e permitindo decisões comerciais mais inteligentes e rápidas.

Histórico comprovado: mais de 12 anos de implementação em 4 continentes. Clientes líderes em tabaco, petróleo, bens de consumo, agroindústria, fabricação de automóveis e pneus

Alta receita recorrente e lucratividade: Modelo de negócios exponencial > 90% 2024
Receita recorrente anual (ARR) 70% 2024 Margem bruta Forte fluxo de caixa

Execução liderada por especialistas: Equipe com mais de 20 anos de experiência em marketing e tecnologia. Suporte multilíngue em tempo real. +40 funcionários.

Modelo maduro de software e serviços: Projetado por especialistas em bens de consumo, com 12 anos de plataforma com base nas melhores práticas de clientes de classe mundial e em um modelo de serviço valorizado pelos clientes.

Segurança e conformidade de nível empresarial: Certificado para garantir padrões de proteção de dados de alto nível
ISO 9001 , ISO 27001 , GDPR

Forte potencial de crescimento do mercado: Bem posicionado no setor de MarTech de alto crescimento: Um mercado de mais de US\$ 400 bilhões atualmente, com previsão de mais do que dobrar até 2033, impulsionado pela automação de IA, propriedade de dados e evolução das expectativas digitais...

(fonte: BR insights e grand view)

GROSS REVENUE
\$ 0

EBITDA
\$ 0

BUSINESS TYPE
Software e SAAS

COUNTRY
Argentina

BUSINESS ID
L#20251038

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