



S | M | A | R | T

What is S | M | A | R | T ?

Digital Platform created with the solely purpose of understanding the behavior of our partner's social communities.



S | M | A | R | T



Our proprietary technology analyses in **Real-Time** and then feeds back **key metrics** that will help you shape and implement the best action plans to achieve your **brand's specific goals.**

OUR SMART CLIENTS

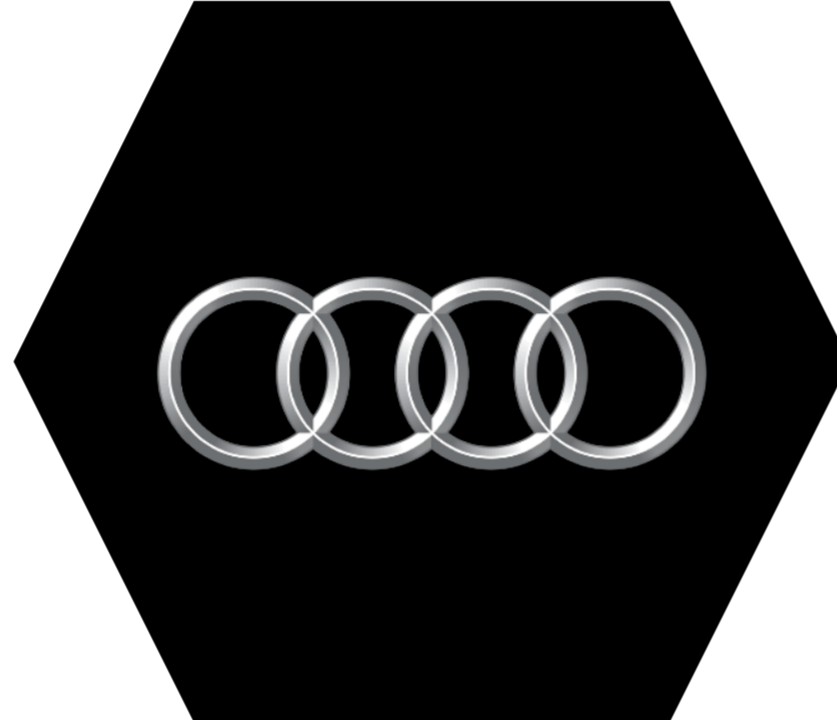


CLIENTS

Budget Optimization



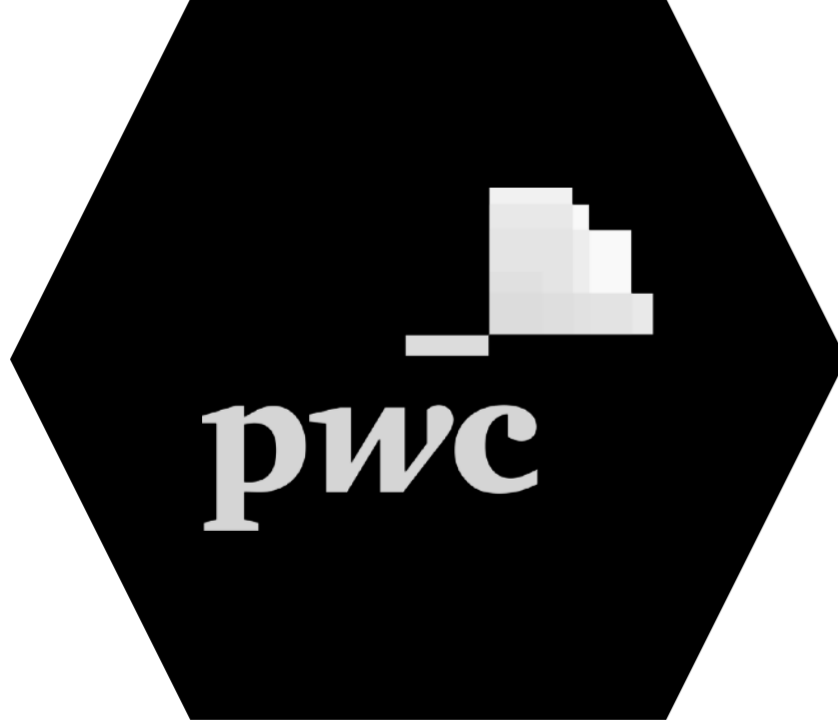
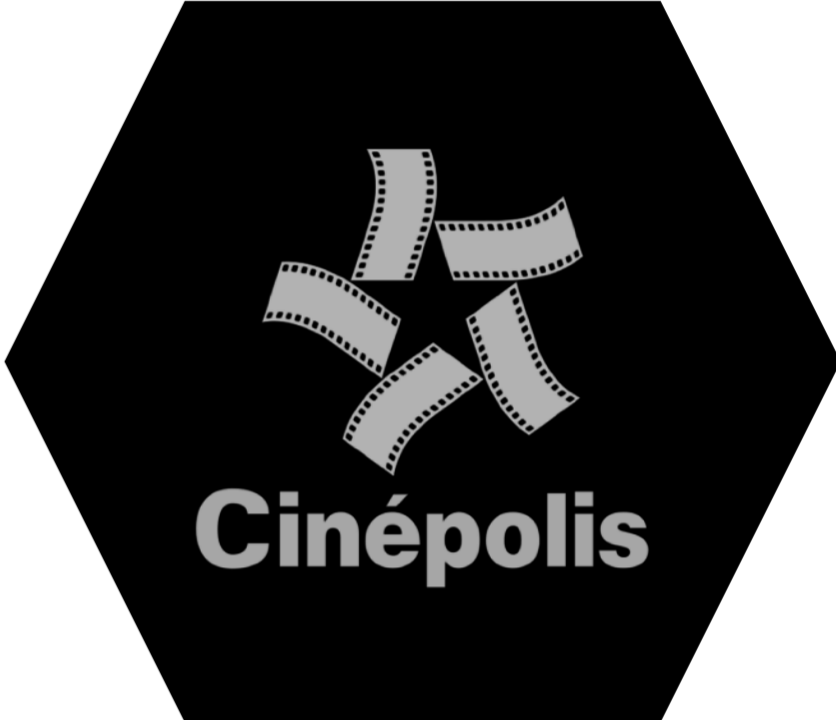
Comm Strategy



Budget Optimization



Benchmark



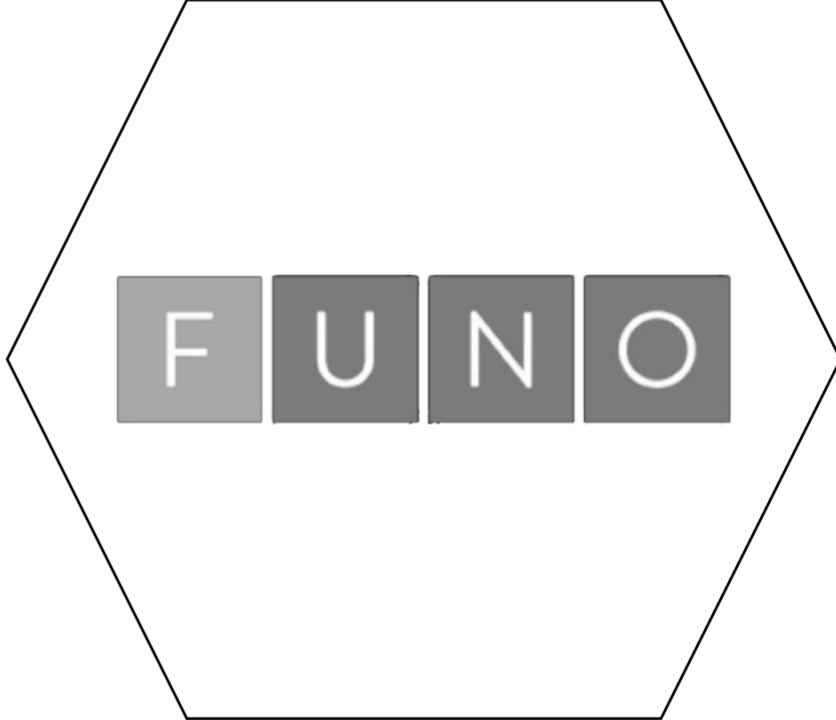
Media Buy



Comm Strategy



Market Share



Comm Strategy

THE SMART BENEFITS



WHAT WE DO

In a friendly,
customizable
platform.

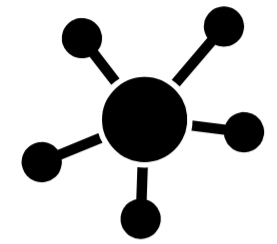


**We analyze &
simplify all the
data you need.**



**In order for you
to design the
best strategy.**

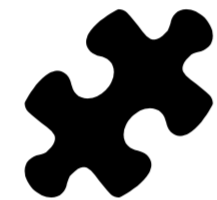
BENEFITS



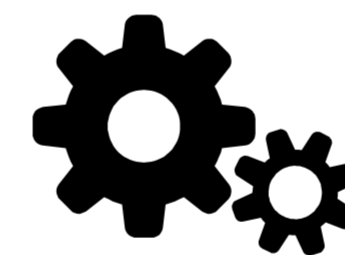
Real-Time Data Analysis



Social & Digital Monitoring



Homogeneous Data



Paid Media Budget Optimization

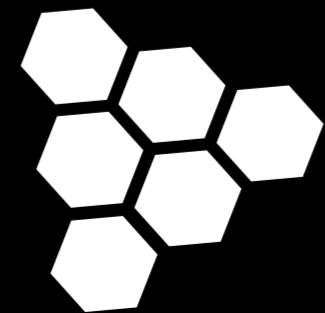


SMART Calendar

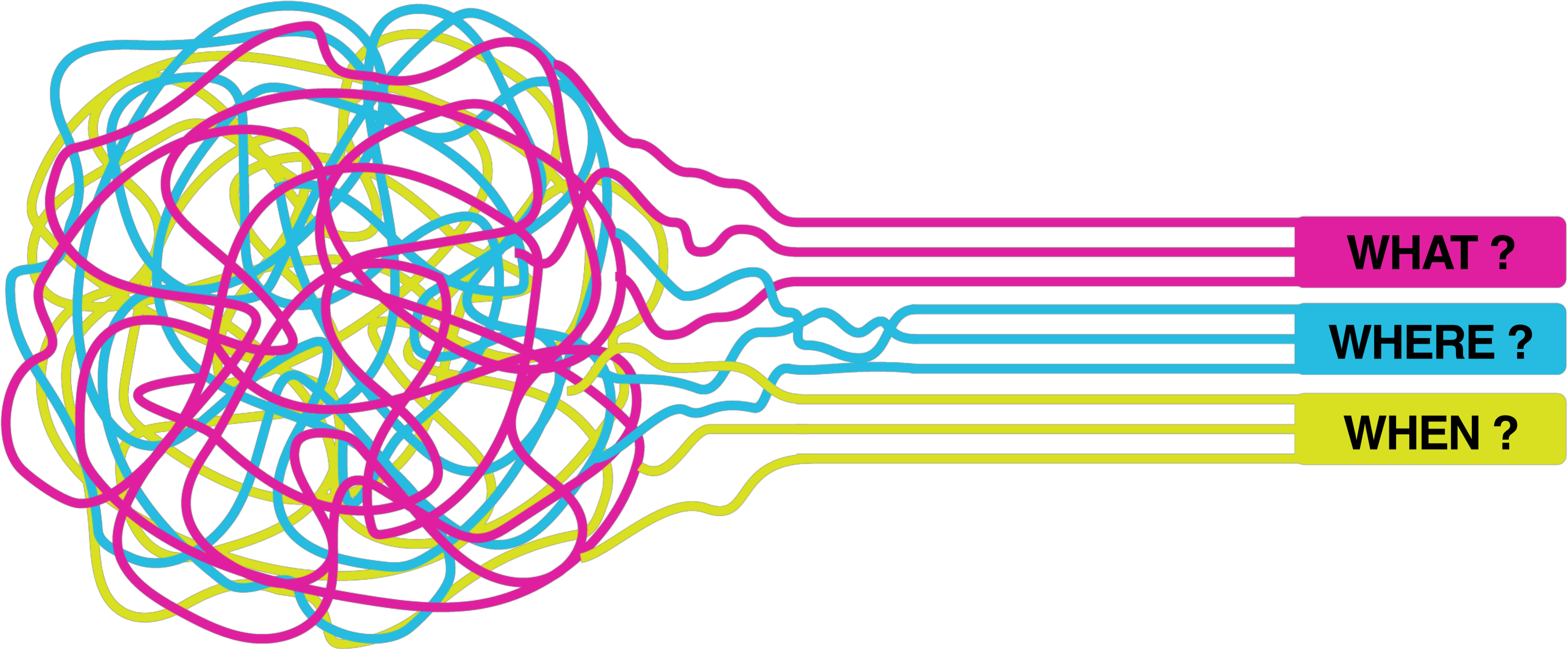


Friendly UX

- All Platforms Publishing Tool.
- Unique Listening & Topic Data.
- Paid Media Budget Optimization.
- Audience Understanding: Broad, Specific, Granular.
- Plug n Play code, add third party data sources.
- Industry & Competitors Insights.
- Social & Web.
- Paid & Organic posts visualization.
- Easy to read graphics and images.
- Digital Strategy based on best posts.
- Easy to extract information to create digital media reports.

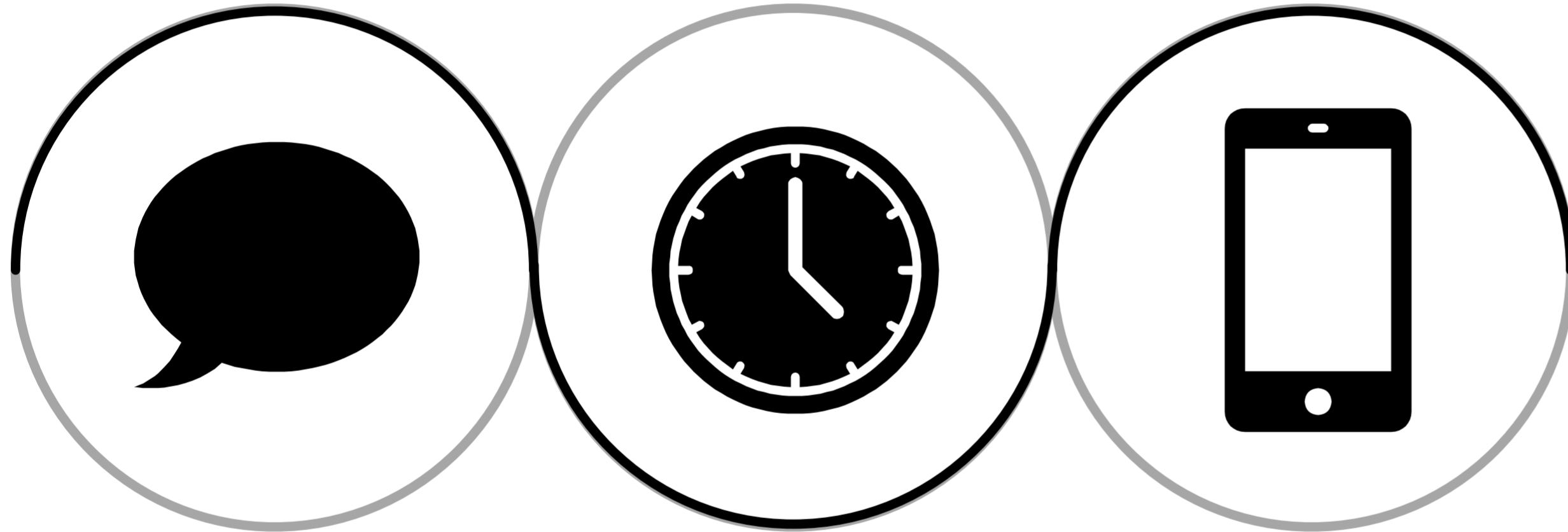


DISCOVER



TO DELIVER

AT THE
PRECISE
TIME



THE PRECISE
MESSAGE

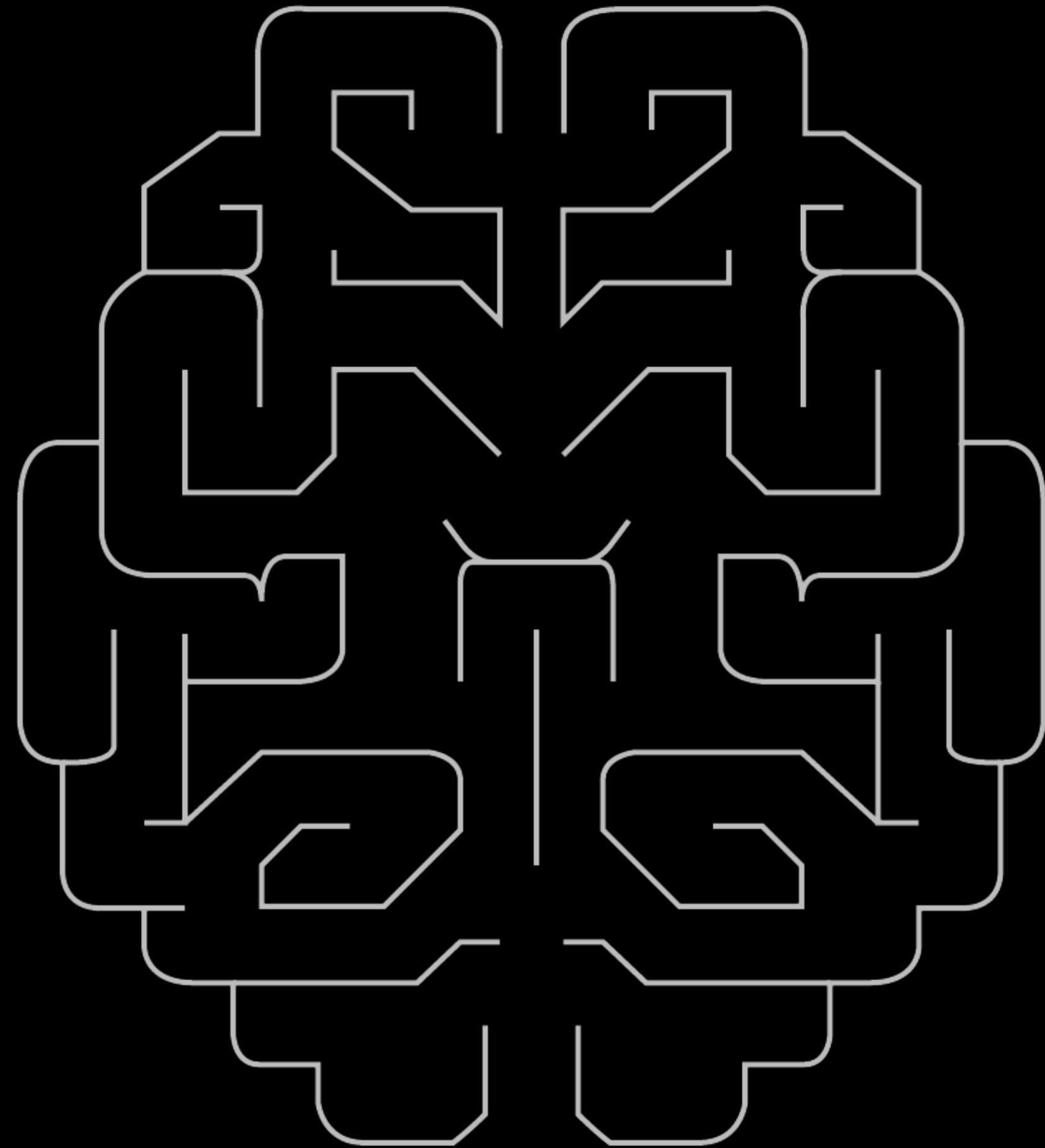
IN THE
PRECISE
CHANNEL

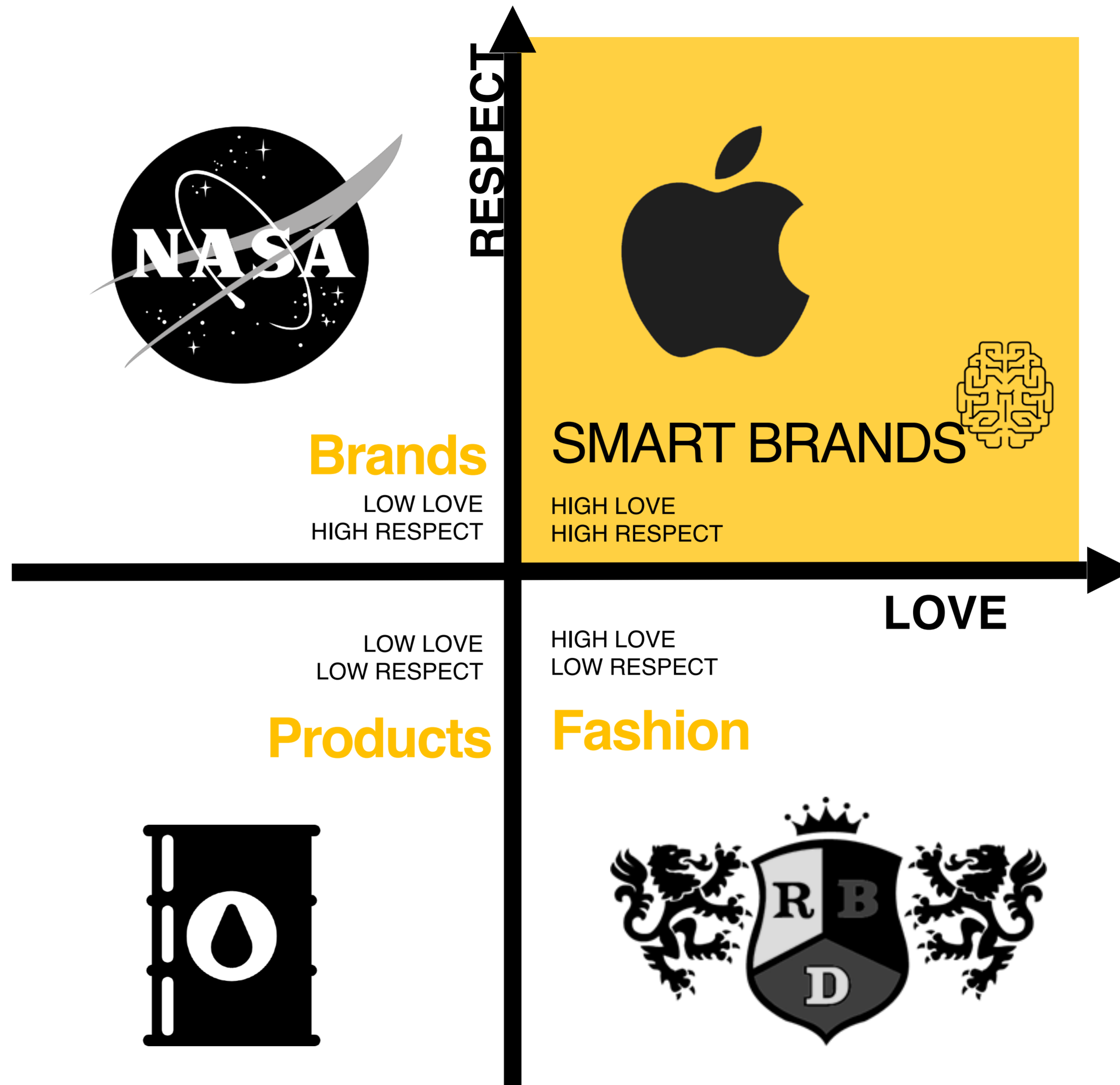
S|M|A|R|T



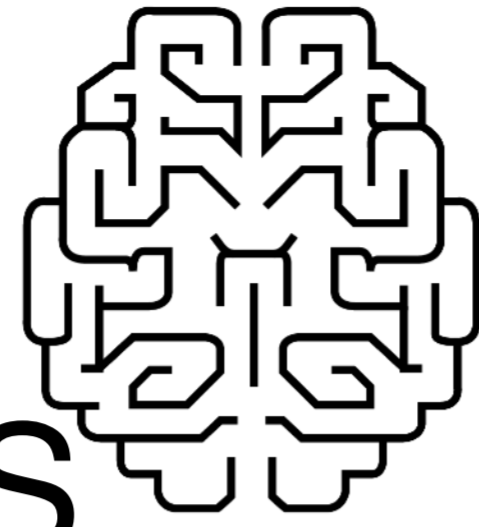
SMART BRANDS

- Create loyalty beyond reason
- Are guided by a purpose
- Solve people's problems
- Give power to people
- Offer a great experience
- Generate trust through transparency
- Seek a true relationship with people
- Belong to people
- Are forgiven for their problems
- Survive any storm





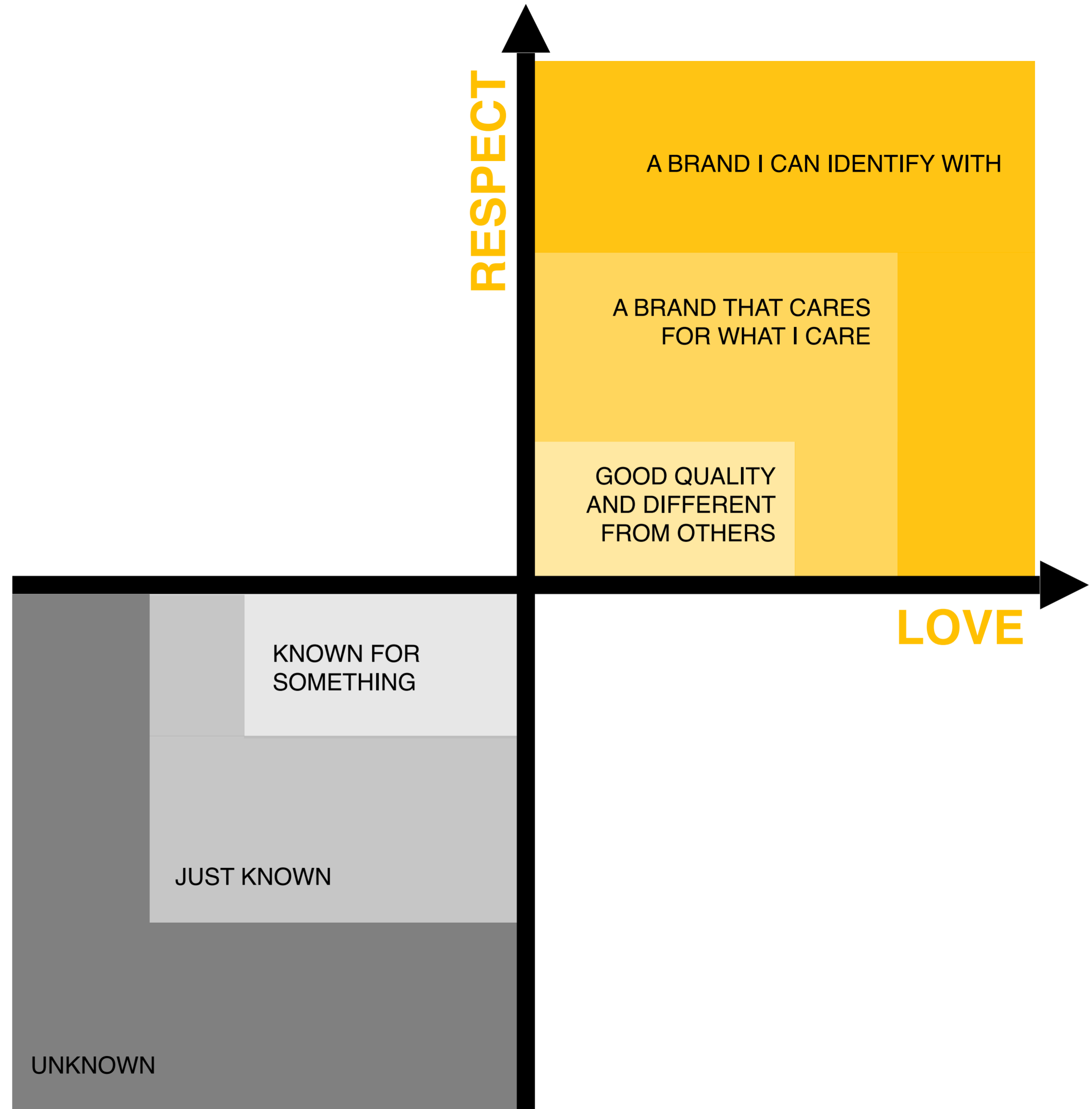
SMART BRANDS



The path to success.

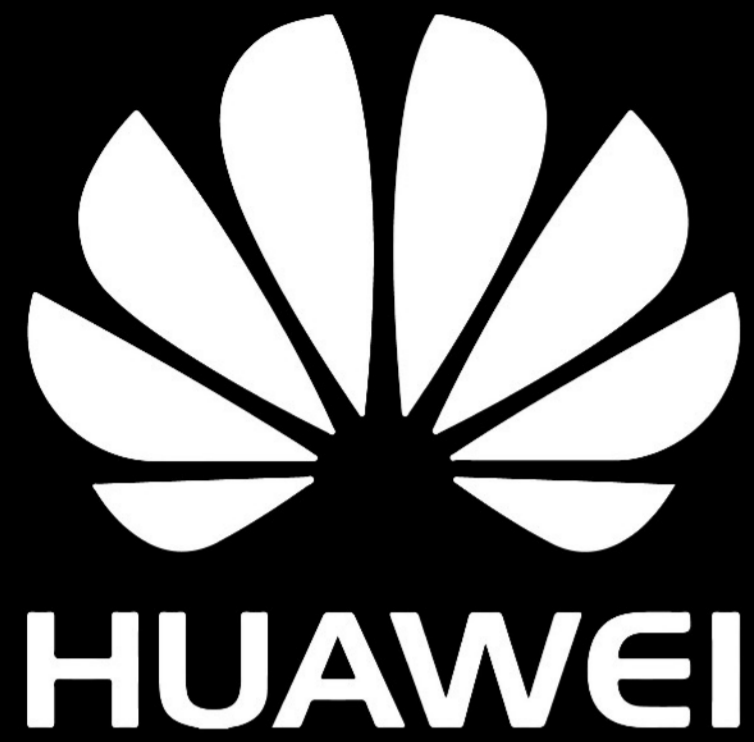
By constructing your brand in the same values and interests of your consumers you establish a special relationship between your brand and people/consumers/clients.

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SMART
GREATEST HITS



Engagement grow
1,266,516
interactions.
before 195,847



24h #LlamadoÁguila #Huawei



ISSUE:

In 2015 Huawei was entering the Latin Market, with a minuscule investment, competing against titans of the smartphone industry such as Samsung, Apple, and Sony. Huawei was in need of a strategy that will bring the accelerated market share growth and minimum investment.

SOLUTION:

The Digital channel was Huawei's bet, a bet that paid off big time. By implementing SMART's learning algorithms their MKT team was able to test all concepts in real-time and smartly invest only in the campaigns that their audience needed to experience.

Our Artificial Intelligence provided the brand with Sentiment and Topic Data information from their own audience, which was a key driver to develop Huawei's ATL channels

RESULTS:

At the end of one the year, Huawei a never before heard brand with the lowest investment in the industry (-11x)*, had the best Engagement Rate of the industry on Twitter and came in a very close second on Facebook just behind Sony Xperia.

 SHOE LOVERS



Iberoamerica's
Biggest fashion community

43.5 M
community
members

7M
interactions
per month



ISSUE:

The Shoe e-commerce market in Mexico started to saturate due to the large media investments that key players were implementing

SOLUTION:

With the information generated thru SMART we managed to perceive the opportunity to create a 'Fashion Driven Community' where we could deliver the precise message, at the precise time, in the precise channel, where the community wanted to experience it.

For the first time, we had access to the truest
What | When | Where

By creating a mega engaged community we positioned ourselves as the go-to channel to consume Shoes. Giving us the opportunity to send traffic to all the Fashion related e-Commerces worldwide.

RESULTS:

The creation of a +42 million community, with an engagement of over 17million people.



unicef



Budget Optimization

MIX 20

CPL 83%

Before MX117

Results

2,091

before 268

Relevance

8.4

before 4.1

ISSUE:

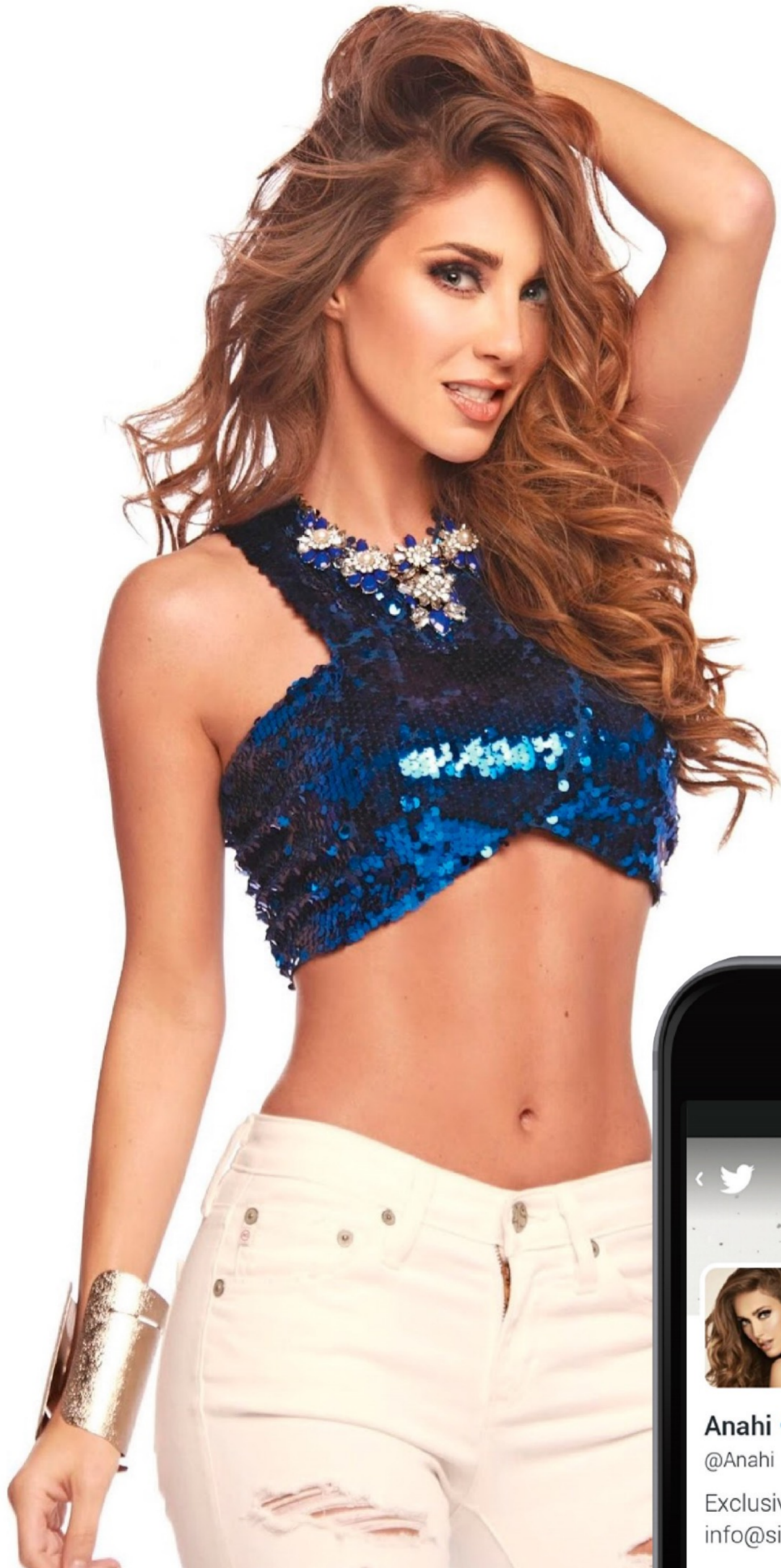
The cost per lead obtained by UNICEF Mexico was over the MX75 (USD4) prize range, preventing an effective overall cost per obtained donor, on top of the oversized CPL the vast majority of the audience that was being reached did not comply with the requirements requested by the call center, translating into a poor conversion rate by the call center.

SOLUTION:

Focusing on the audience was our main focus, by understanding that the main problem relayed on poor segmentation we decided to hyper-focus our campaigns, in order to reach the correct audience, at the correct time, with the correct message. In order to analyze, comprehend and attack the correct audience we used the SMART tool (Social Media Analytics in Real Time) which helped us to map the behaviors of our community and understand key interests. With that knowledge we were able to bid for the correct interest.

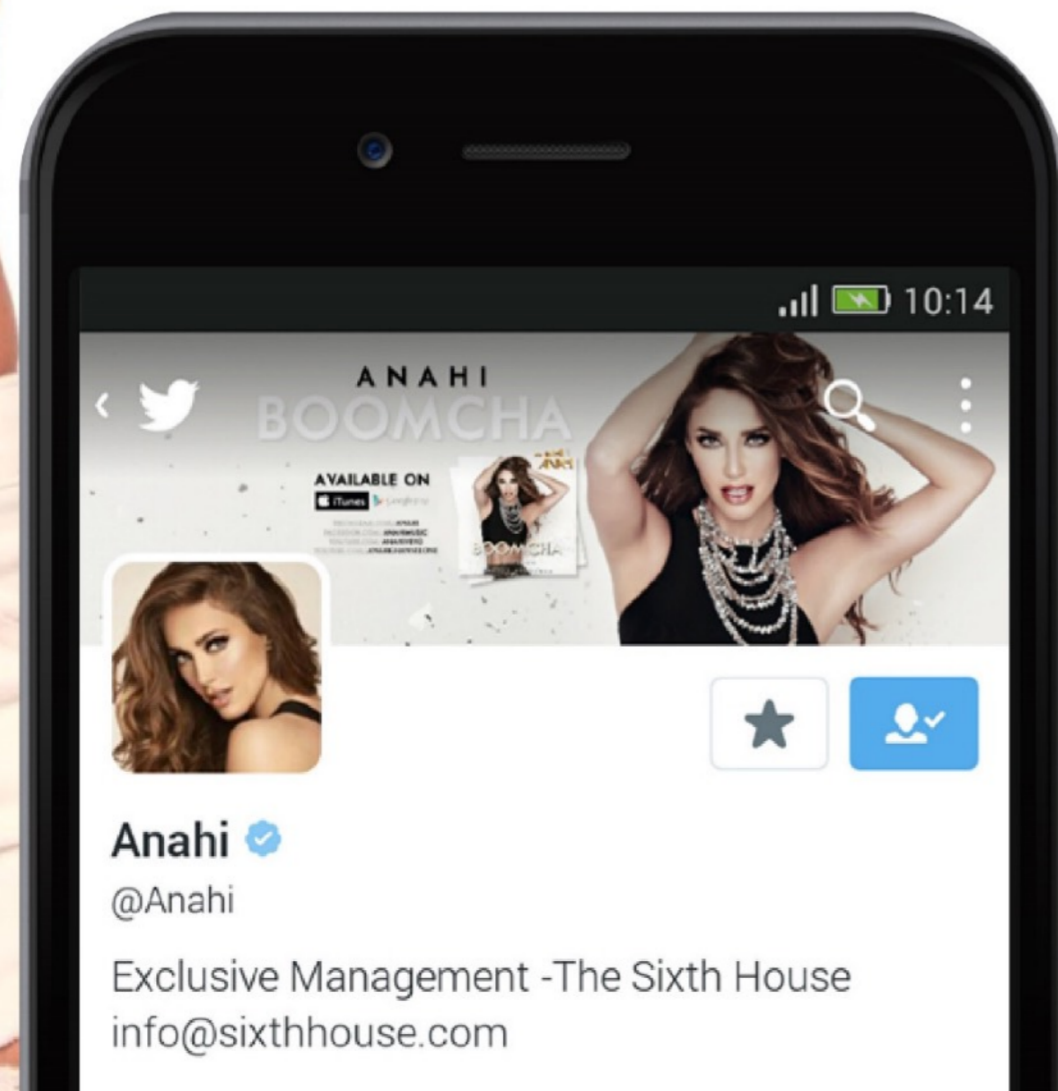
RESULTS:

By understanding the social behavior, interests and key elements that triggered the donation, the predictive algorithm on SMART was able to foresee the correct interests and audiences that we needed to target. Resulting on steady competitive hyper targeted leads, at a lower prize MX19 (USD1).



MX No.1

TWITTER ACCOUNT



↑ 8.5 M
Followers

↑ 5,000
Daily followers



ISSUE:

In 2013, after the international success of RBD, Anahi needed a platform to unveil its new musical proposal and remain connected with her fans.

SOLUTION:

By connecting SMART's Social Intelligence module to Anahi's Twitter we were provided with her entire history data and the tweets that had the best performance. By creating clusters of information SMART was able to understand and prioritize the topics that had the best engagement with her fans.

With that understanding the decisión was easy, the entire strategy was based on creating a special bond between the Artists and the Fans.

RESULTS:

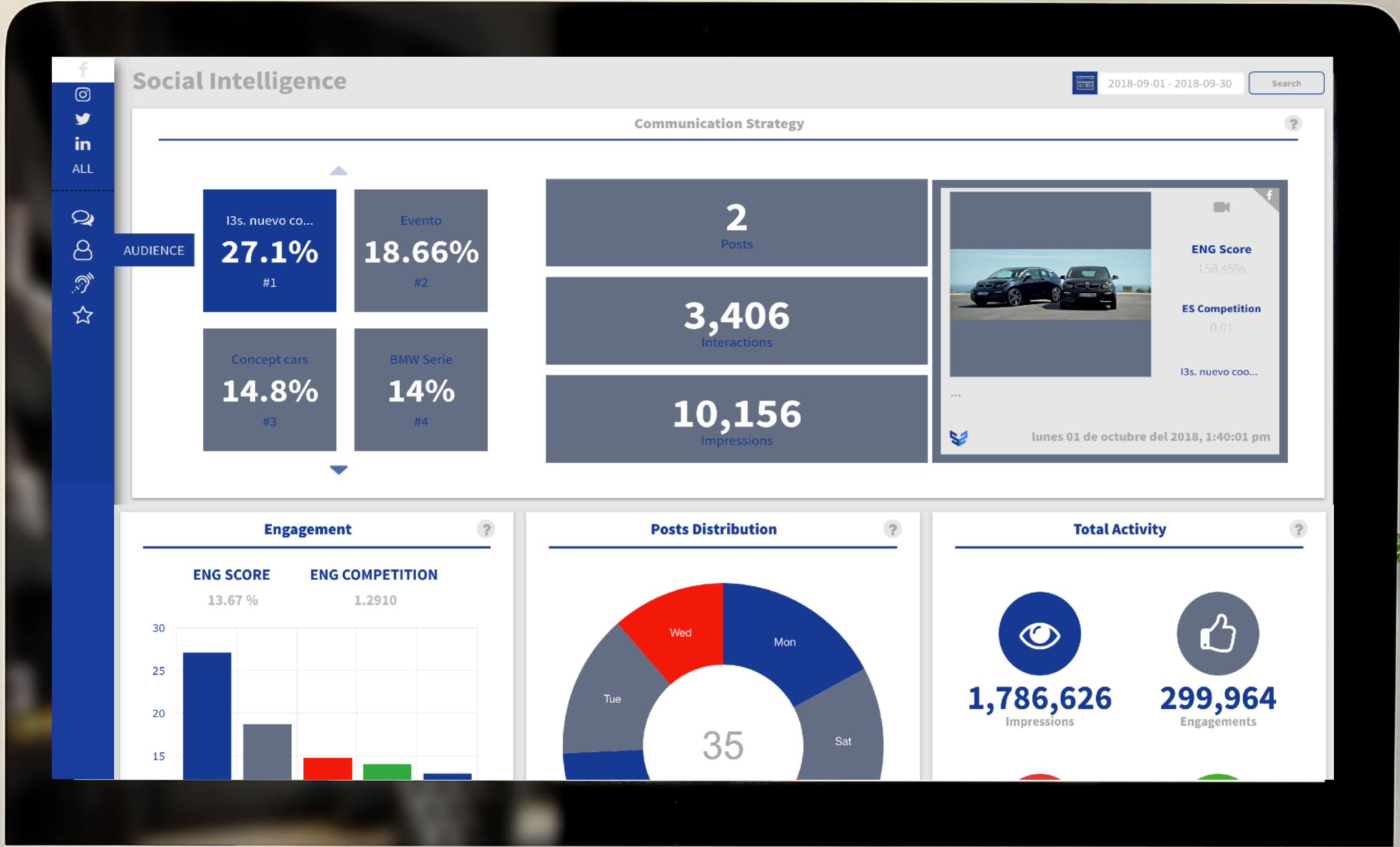
@anahi is the Mexican Twitter account with more followers.

Become
S M A R T
today





S | M | A | R | T





WHO ELSE IS OUT THERE?



why SMART ?

BENCHMARK



S | M | A | R | T



S P R O U T



S O C I A L
B A K E R S



S Y S O M O S

BENCHMARK



S | M | A | R | T



S P R O U T



S O C I A L
B A K E R S



S Y S O M O
S



S | M | A | R | T

Real Time Analysis

- FB | TW | INSTA | LinkedIN | Google Analytics
- Automatically Categorization based on inAPP Calendar posting
- Real Time Post analysis
- Proprietary Engagement Score Formula (pondering +60 Social Action)
- Dynamic Categorization based on Brand's Communication Strategy

Social Intelligence

- Complete Reporting based on Categories and Engagement Score
- Perfect Mix (Best Categories to post the truest when? where? what?)
- Audience Understanding
- Sentiment, reaction and topic Data Analysis
- Best Hashtag suggestion
- Paid vs Organic posts results
- Ability to create Clients Own Key Word Listening Engine
- History Analytics (Unlimited Past Data Performance)
- All Reports available to all team members

Calendar

- Monthly Optimal posting indicator
- Multi-Platform Scheduling
- Calendar Scheduling thru Social Intelligence (WHAT TO POST?)
- Client Approval Flow (Working in Changes | Approved by Clients | Scheduling)

S | M | A | R | T



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Industry Intelligence

- Trending Topic, Conversations and Videos per Region
- Top Competition Mentions in Real-Time
- Competitors Web site Traffic | Page Views per Session | Link Count metrics
- Top competitors social strategy comparison and Real Time last post one to one

Web Intelligence

- Standardized Web Metrics in one place
- Audience Understanding (Broad, Specific & Granular)
- E-commerce Conversion Analytics
- Goals Reporting
- Purchase Journey (Acquisition Funnel)

Capabilities

- Dedicated Staff and Training
- Multiple Brand Capability
- SSL Encryption Grade
- Unlimited Audience Size
- Ability to connect and cross analyze information from any API Service / Software

BENCHMARK



S | M | A | R | T



SPROUT



SOCIAL
BAKERS



SY SOMO
S



S M A R T



S P R O U T

Real Time Analysis

- FB | TW | INSTA
- Message & Content Tagging

Social Intelligence

- Reporting only from APP posts
- Demographic Reporting
- Keyword Listening
- Team Reporting & Permissions

Calendar

- Social Content Calendar
- Publishing, Scheduling & Drafting

Industry Intelligence

- None

Web Intelligence

- None

Capabilities

- Account Manager
- Advanced Security Features
- Unlimited Audience Size

BENCHMARK



S | M | A | R | T



S P R O U T



S O C I A L
B A K E R S



S Y S O M O
S

S | M | A | R | T

Real Time Analysis

FB | TW | INSTA | YouTube | Pinterest | LinkedIn
Create and manage post labels

Social Intelligence

When to publish and which organic content to promote
Demographic and behaviors analysis of Audience
Keyword listening by topic, query, country or language
Filter paid posts
Increment of efficiency on paid and free contents
Keyword listening and comparing searches.
History Analytics (6, 12 and more months)
History Analytics (13 months); unlimited searching.
Generate reports in PowerPoint, Excel, PDF and PNG
Customizable reports & automatic alerts

Calendar

Improve Content Efficiency

Industry Intelligence

Top Competitors social comparison

Web Intelligence

None

Capabilities

Create customized dashboards



S O C I A L
B A K E R S



S Y S O M O
S

S | M | A | R | T

BENCHMARK



S | M | A | R | T



S P R O U T



S O C I A L
B A K E R S



S Y S O M O
S

Real Time Analysis

FB | TW | INSTA | Tumblr

Categorization of labels (Customer Success Managers)

Social Intelligence

Demographic and behaviors analysis of Audience

Increment of efficiency on paid and free contents

Keyword listening and comparing searches.

History Analytics (13 months); unlimited searching.

Customizable reports & automatic alerts

Visibility of your social presence (forums, news sites, we chat)

Calendar

Social content calendar

Multi-platform scheduling (9)

Working flows to organize approvals and escalation

Industry Intelligence

Daily and weekly reporting of competitors

Customization of team roles

Web Intelligence

None

Capabilities

None

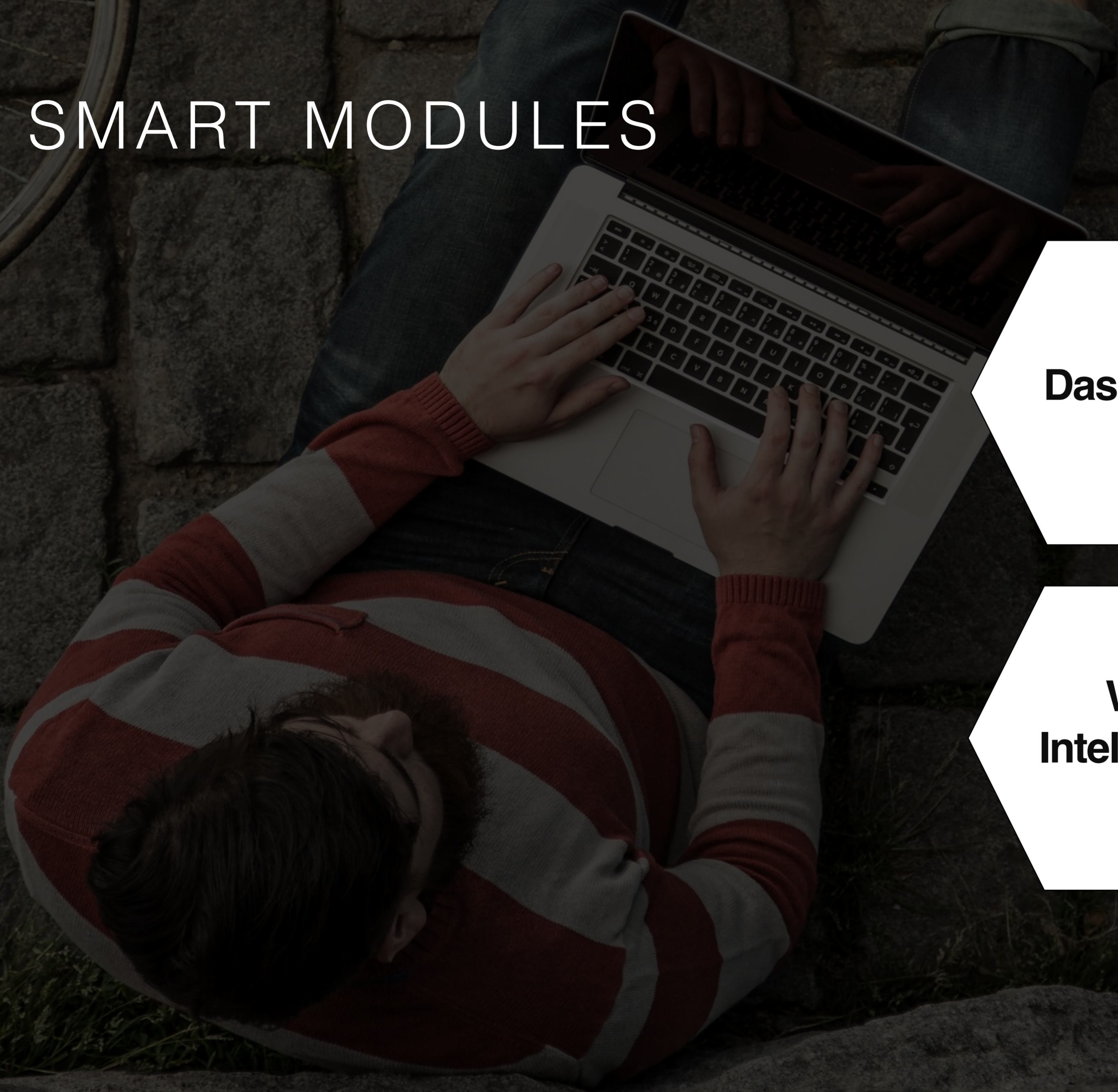
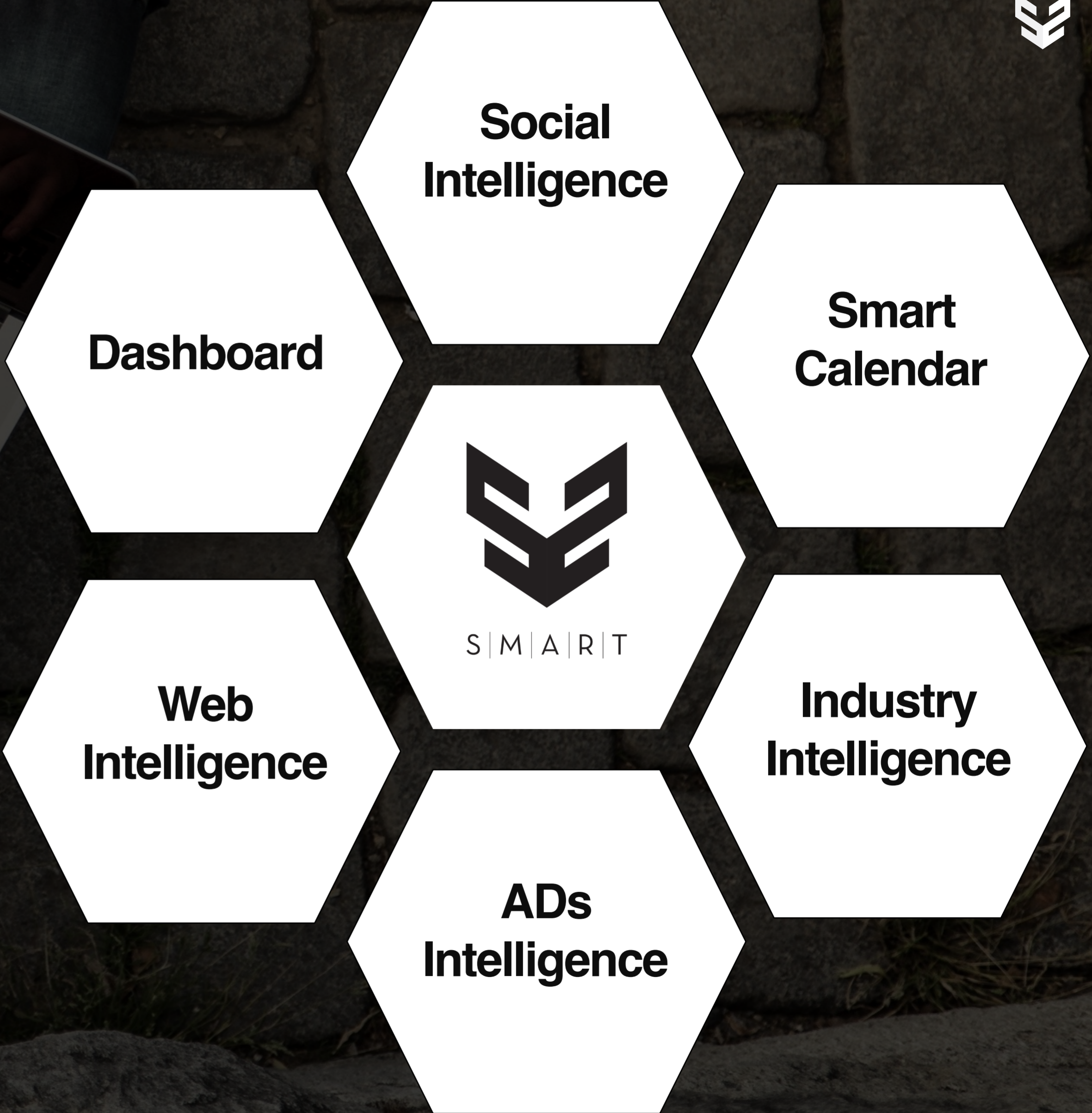


SY SOM OS

SMART MODULES



SMART MODULES

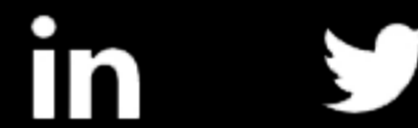
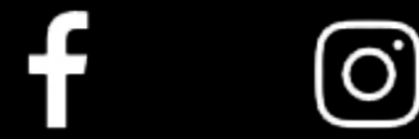


SMART INVESTMENT



YOU'LL GET

S | M | A | R | T



USERS



6

TUTORIALS



4

ACCOUNTS



2

CUSTOMIZATION



10 hrs

Fee on 12 month contract / Payment to be made at the end of each month / Costs do not include IVA



S | M | A | R | T

FREE First Month

MX\$ 25,000
per month

1 Reporte Mensual
Communication Strategy
Optimización Budget
Micro Industria

1 Rerporte Quincenal
Optimización Budget

MX\$ 10,000
per month

Fee on 12 month contract / Payment to be made at the end of each month / Costs do not include IVA



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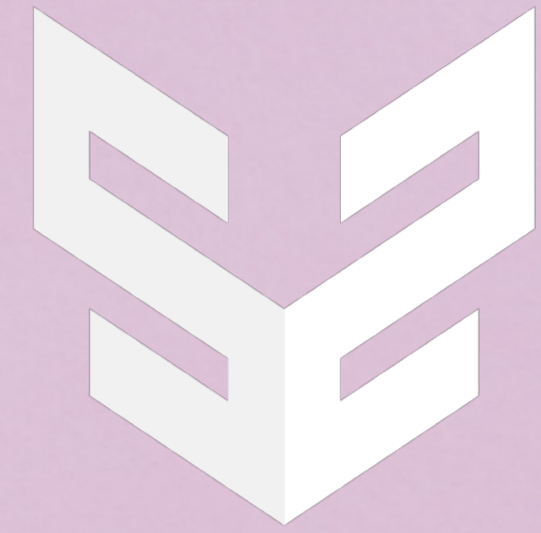
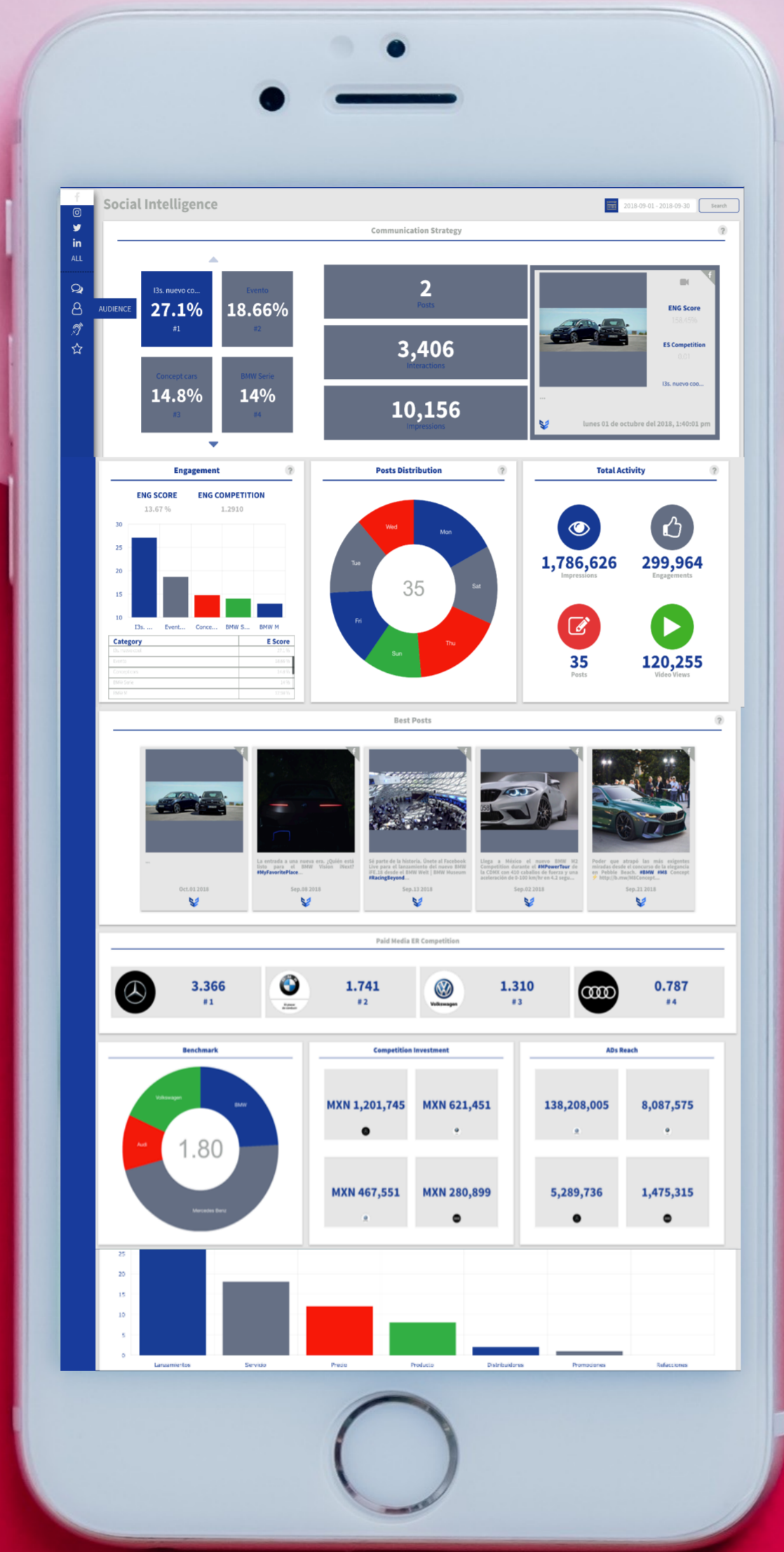
FREE First Month

MX\$ 35,000
per month

ARCHITECTURE & DEVELOPMENT



MADE IN MEXICO



S | M | A | R | T



S M A R T



**GO BEYOND
REPORTING.**



USABILITY

S M A R T