

Feb 21th, 2022

OPTEG  .Tech

Data and Technology

© 2021. All rights reserved. Any copying or use of this confidential information is strictly prohibited.

Dic 5th, 2021

Welcome to digital marketing
services, based on data
knowledge and experience.

© 2021. All rights reserved. Any copying or use of this confidential information
is strictly prohibited.

[Optego.tech - #

About Us

Optego is a combination of data analysis,
applied creativity and common sense.





[Data & Analytics -//



[Content creation -//



[Technology & RD -//



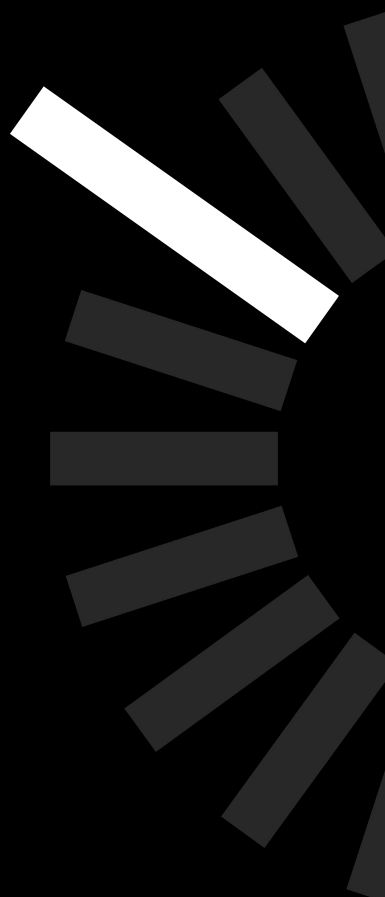
[Government & Politics -//



[Business & Strategy -//

Areas

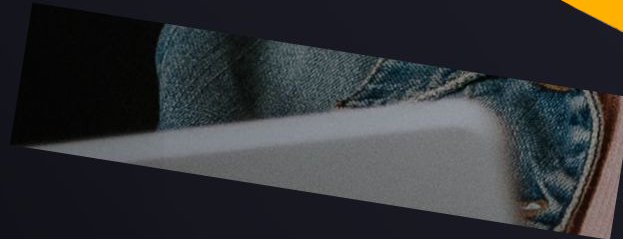
Keeping your business ahead.



/ About Us -]

Who?

A team of easy going nerdy digital millennials with rock solid experience (+15 years) in digital business ventures.



/ About Us -]

How?

Using a swissknife of tools (yes we also code our own) and methodologies to improve CRO (conversion rate optimization).



/ About Us -]

For whom?

We usually work for digital startups and ecommerce companies globally, but we are also working for the biggest beverage, the largest bank and the coolest app.



Optego.tech - #

What Problems can we resolve?

Digital? All. We find opportunities where nobody seeks them. We transform them into actionable data. Practical experiences become new opportunities for users and profits for our clients.

[Optego.tech -#

What it means?

Every step and action we take during the production of our deliverables encounters a valid argument based on **insights** and tested **scenarios**



Our process as it is

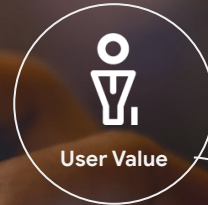
We build and map moments of
our audiences to execute more
efficient actions



[Testing & Production]

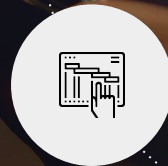
Content, Design, Posting

(Message, Video, Mailing, Tone,
Web, Ad Networks)



User Value

Working closely with
the added client value



[Planning]

Goals, Strategy

(What, Who, How, Where, Why)



[Analytics]

Research, Results Auditing, Conclusions

(Google Analytics, Business Manager, Data Studio)

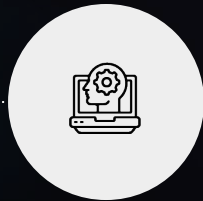
Planning

We help our clients during all the digital business process, working closely with intelligent audience granularity and better digital experiences



What

The purpose and the job that needs to be done to reach our goals.



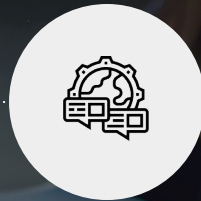
Who

We evaluate the ideal person and target audience to promote.



How

Defining the best media channel mix to reach our destination.



Where

Location based targeting and "momentum" communication around different variables.



Why

What really drives your clients to convert (goal achievement) and ideal retention.

[Optego.tech - #

Testing & Production

We look for the most efficient formats and pieces to reach the right audience with the right message, and thus establish a one-to-one relationship to achieve user empathy.



What to say?

Tone, timing and language are just basic elements of a proper message, there are several factors that alter the the impact of your voice.

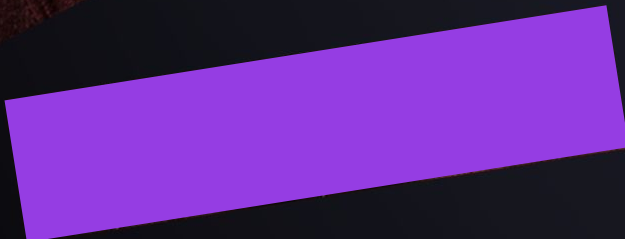
How to show it?

We use dynamic technologies that connects with machine learning to show the user something that is really appealing.

/ Testing & Production -]

Where to post?

We choose the channels, media and platform so that each message effectively impacts the user.



[Optego.tech - #

Analytics

Using different digital measurement tools and artificial intelligence, we capture the results and statistics in panels that allow us to do the analysis, observe trends and results.



Research



Result
Auditing



Conclusion

[Optego.tech - #

Building planes while taking off

© 2023 Optego

OPTEGO 

[Optego.tech - #

Data &

Optego is a combination of data analysis,
creativity and common sense.

Tech





Big Data



DataScience



Data Mining



Tech Data
Modeling



Predictive
Analytics



Analytics
360



DMPs



Machine
Learning



Deep
Learning



AI



Dynamic
Ads



People
Analytics



Development
Solutions



Geofencing



Geo
Notifications



Biometric
Data Check



People
Movement

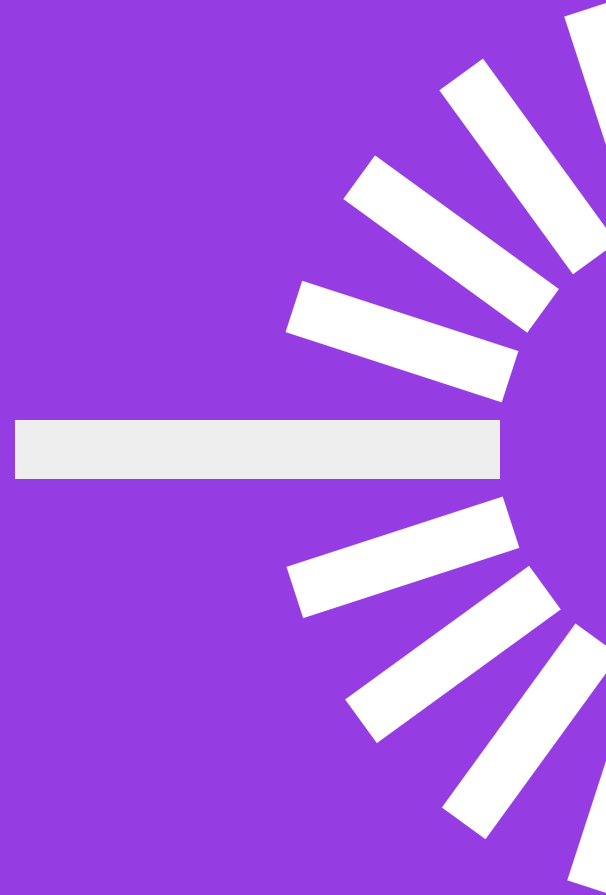


OPTIC

Optego.tech

Startup Cases

Sed ut perspiciatis unde omnis iste natus error sit
voluptatem accusantium doloremque.



Startup Cases

Tres Piñas (USA)

USA based startup leader in sportswear for triathlon. The main objective was to increase sales, focused 100% on the right segment and also to be able to land in Europe, accelerating the branding stage. We use DMP to segment based on in-action data. We also use a retargeting strategy with more than 10 daily touchpoints.

+36%

CRO

+230

Micro Segments

+19%

Engagement

Startup Cases -//

BodyK (USA)

Miami based startup pioneer in the wellness industry. After thorough research and insights discovery under different channels, we delivered a complete makeover of digital presence, audience building and online lead generation.

+600%

Reach

+55k

Leads

-30%

CPC

Startup Cases -//

Quizmetics

The First “Custom Made” cosmetics startup based in Barcelona, Spain. We generated all digital assets and created a digital and online business growth. This project in particular was born out of analytics insights through research and conversion test in similar projects of the same company.

+30%

ROI

+63%

Awareness

-18%

CPC

[Startup Cases -//

Nina Kendosa (Paris)

Paris boutique ecommerce shop with offline store and a highly valued brand recognition among fashion and beauty female shoppers. We re-created a digital strategy oriented in performance and the latest techniques in CRO (Conversion rate optimization) during a period of 6 months.

+430%

Sales

+25%

Ticket Value

-550%

CPC

[Startup Cases //

Webee.io

IOT advance “**on the edge**” technology provider, came to us to redesign both digital assets and UX of the end user platform. It was a great honour working together with the teams at webee.

80

Pages redesigned

+230%

Time on screen
improvement

30%

Improvements in
churn rates

Startup Cases - //

Quintana Casa Deco

(Arg)

One of the most exclusive DECO and ART store in downtown Buenos Aires came to us to design, maintain and increase lead generation both for the physical stores and ecommerce.

80%

CRO

+36

New advertising segments

187%

In sales revenue in 3 months

[Startup Cases -//

Únicos Air + Samsung

Samsung Argentina and Unicos Air joined forces to a cross selling initiative of its most exclusive AMOLED Giant screen tv. Using Customer Data and behavioural retargeting we outperformed a lead generation campaign in the first two days of going live.

+500%

SALES GOAL

+23

Micro targeting
Segments

+600%

Engagement

Optego.tech

Big Cases

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque.



[Startup Cases -//

American Express

(Costa Rica)

Integral campaign with local bank to empower cardholders purchase intents through online ecommerce stores. The campaign itself was a complete success due to the impact and reach of the assets used and the traction effect of the local stores receiving cardholders in a pandemic situation.

+50K

Signups

+2MM

Impacts

+25%

Sales in first week

[Startup Cases -//

Portugal Lab

(Perú)

The biggest pharmaceutical company in Peru turns into Optego for digital growth and better ecommerce initiatives. We are in charge of a complete digital transformation in the company and in its business processes altogether.

+340%

CRO

+70

Online sales

2MM

Users impacted

[Big Cases -//

Real Madrid

(By Asombro)

Multichannel dynamic and personalized video experiences with proprietary technology developed for the amazement agency. Our technology created more than 300,000 variable videos to be displayed to all the Real Madrid fanbase.

300%

Impacts

+300k

Videos rendered

+30%

Online subscriptions

Startup Cases -//

District of Vicente López

(Arg)

The most important district of Buenos Aires works with Optego in managing all data assets and digital strategy based on Analytics and actionable insights. For more than 4 years and counting we maintain dashboards, reports and data insights for all the decision makers.

+150K

People behaviour
tracked monthly

+170

Marketing segments
created

250%

Better user
Engagement

[Startup Cases -//

Mauricio Macri

(Campaign)

(Arg)

Management and coordination with internal communication teams and marketing professionals within the presidential campaign in both terms.

+1000MM

Of impacts

+25MM

u\$s in ads

+23%

Of engagement



[Startup Cases -//

Movistar Rafael Nadal (Experience)

(España)

Interactive and immersive user experience developed for Movistar with highball tennis player Rafael Nadal. The experience itself was aimed into providing movistar users with a personalized greeting towards presenting a new product line. .

+300K

Videos generated

+35K

New product signups

+83%

Of Video
engagement

[Startup Cases -//

Coca Cola - Santa Claus (Experience)

(LATAM)

In partnership with Asombro Extremo (The Amazement Agency) we use technology of rendering online for a personalized experience. Users received a video call from Santa Claus after performing an action on a website. Then they were shot personalized dynamic ads where Santa Claus, as the protagonist, spoke to them in the first person. Another case where engagement as KPIs highlights the success of the campaign.

+230MM **+820MM** **+26%**

Experiences

Of impacts

Of Engagement

Startup Cases -//

Disco & Jumbo People Analytics Project

(Arg)

In one of our major people analytics case in Argentina, together with tekne agency we created the first close-to-counter mapping of human interactions in one of the major stores in Buenos Aires. The project was tested successfully and now its being implemented in more than 30 stores nationwide.

+2MM

Movements &
Purchases Patterns
Tracked

+45%

User time saved

26%

Off to Online purchase
intents

[Optego.tech - #

○ Data driven
decisions

Analytics Data
Campaigns

○ Presence
Management

SEO / SEM
Content Optimization

○ Atomic
design

Design Optimization
UX/UI

○ Digital Strategy

Brand - Media
Political Campaigns

○ Development

Dev. solutions



[Optego.tech - #

Thank you!

hello@optego.tech

© 2021. All rights reserved. Any copying or use of this confidential information is strictly prohibited.