



JAKALA
● DATA DRIVEN PERFORMANCE

Company Profile

Who we are

We are a **MarTech** company that offers its clients strategic, analytics, digital and technological support in **Marketing & Sales**

Our mission is the creation of a competitive advantage for our clients, with measurable impact on the **top line**, thanks to the best use of **Data, Advanced Analytics, Location Intelligence, Technologies, Contents and Experience Design**.

Born in Italy in the 90s, we are now a global company. Recently we acquired 77Agency to provide 360° support to our clients also in media and advertising.

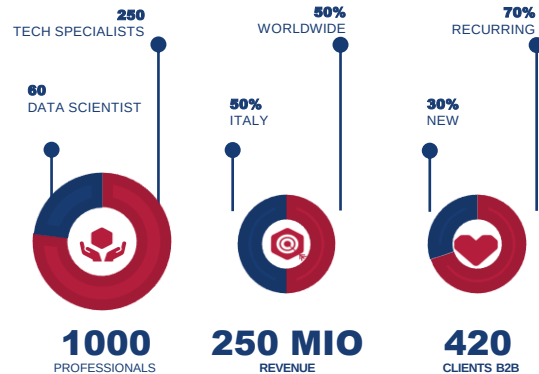
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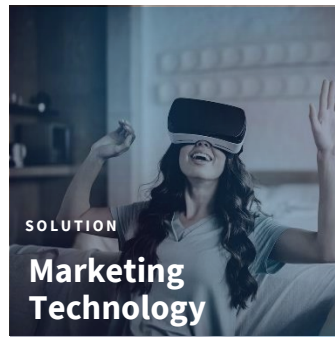
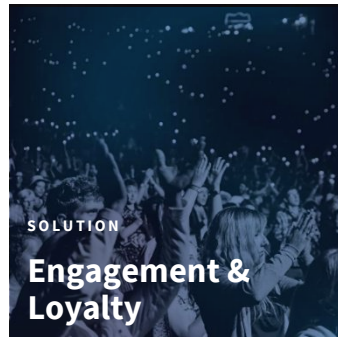
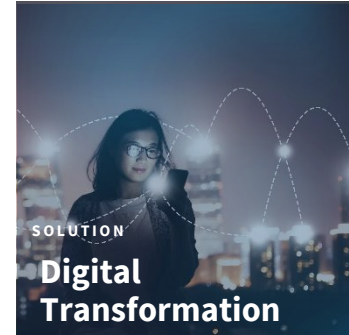
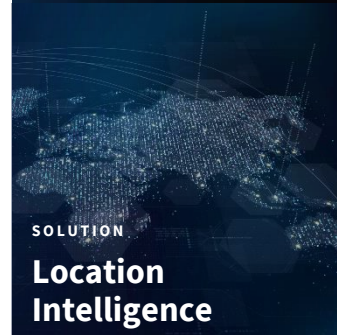
Our mission is the creation of a **competitive advantage for our clients, with measurable impact on the top line**, thanks to the best use of Data, Advanced Analytics, Location Intelligence, Technologies, Contents and Experience Design.

Born in Italy in the 90s, we are now a global company with **offices in 11 countries** and **projects in 30+ countries**.

Russian office operates from 2012.



Our solutions



What we do

We help our customers improve their performance by developing **innovative strategic solutions** aimed at creating new competitive advantages

SOLUTION

**Business
Strategy**

We support our customers in **analyzing and enriching the data** in order to generate insight that is useful for improving business performance.

SOLUTION

**Data &
Analytics**

We help our clients to **use the 'where' factor as a competitive asset** in every industry. Location data is valuable for businesses and organizations as enables companies to understand the link between real-life world and the digital world

**Location
Intelligence**

We support our customers in **designing memorable brand experiences**, transforming customer experience into the key to success of companies

SOLUTION

**Marketing
Activation**

We support companies in **designing and implementing their digital solutions** and enablers in order to maximize their returns and optimize their investments.

SOLUTION

**Digital
Transformation**

We help companies create lasting and profitable **relationships with their customers** in order to develop their full potential.

SOLUTION

**Engagement &
Loyalty**

We support our customers in defining and implementing the most effective **mix of technologies** in order to ensure greater agility and competitiveness.

SOLUTION

**Marketing
Technology**

We use an iterative process to analyze, design and test the **brand experiences** at every stage of the project. We build the user experience, both digital and physical, thereby making the brand-customer interactions appealing and unique.

SOLUTION

Research & Design
JKL lab

We support our customers in designing and delivering **digital and media strategies** across all owned, earned and paid channels

SOLUTION

**Media & Digital
Performance**

Our approach

We deliver tangible results through hybrid-skilled professionals moved by an entrepreneurial mindset and a pragmatic approach



STRATEGY

We support our clients in sharpening their best strategy, always focusing on **unlocking their full growth potential**



ANALYTICS

We adopt a bottom-up approach to strategy definition: our strategic insights are always **backed by rigorous analytics and facts**



EXECUTION

We believe the value for our clients is in **making things happen**. We support them all the way down in **executing** the **strategy** and solution we've designed

Our GeoData



JWHERE TERRITORIAL DATA & TRAFFIC BUILDERS

Russian territorial data and traffic builders are collected from the most important local and global providers (Rosstat, Esri, Here, MBI) and they are elaborated by Jakala Data Scientists to create meaningful datasets for business with all available information at the minimum geographical level.



CARTOGRAPHIES
& ADMIN BOUNDARIES



CONSUMER
DATA



POINTS OF INTEREST &
AREAS



STREET NETWORK &
TRAFFIC DATA



JMOVE MOBILE-DRIVEN CONSUMER DATA

We created a unique dataset of consumer and territorial data based on the mobile data of a panel of Russian consumers. Mobile users are tracked every day and their locations and movements have been transformed into geographical and temporal patterns, visits to POIs, habits, preference and more.



HOTSPOTS



HOTSPOTS
BY DAY/TIME



CONSUMERS
PROPENSITIES



TERRITORIAL &
CONSUMERS PROFILING

Our GeoSolutions

Jakala GeoSolutions are platforms, tools and services that we develop and customize to solve specific business needs using the power of geography and GeoData

TECH



Our GeoSolutions are the result of a long partnership with **Esri**, worldwide leader in GIS technologies, and **our competences** in location intelligence and analytics

DATA



We integrate **internal data** from any department and **external GeoData** to identify patterns, run analysis, identify optimal solutions and make smarter data-driven decisions

USERS

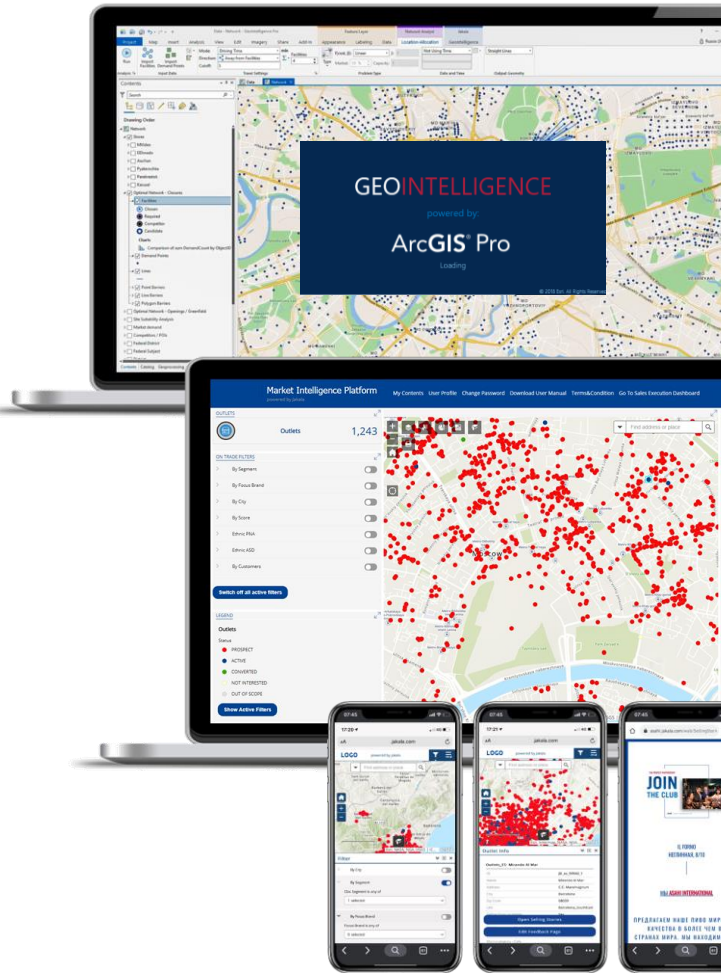


Jakala Pro



Client's team

Our way of working encompasses both that **our teams** of Business & Geoanalytics Consultants use advanced GeoSolutions to run the projects and that **our clients** use customized versions of these GeoSolutions to solve autonomously their business needs, integrating them in their tech ecosystems



Our Digital and Media services



PAID MEDIA

Paid Search, Paid Social Advertising, Display Advertising, Programmatic (RTB) Advertising, Affiliate Marketing, Media Buying, Mobile Campaigns, Remarketing, Performance Marketing



WEBSITES DEVELOPMENT, HOSTING, AKAMAI

Mobile Responsive Design, Open Source Technologies, Bootstrap Framework, e-Commerce Development , PHP and ASP, SEO-Driven Approach & Analytics, Hosting & Support Solutions, Akamai Resellers



CREATIVE, COPYWRITING AND DESIGN

Website & Mobile App Design, UX and UI Analysis & Research, Wireframing and Prototyping, Concept Developments, Creative Campaigns, Brand Identity Creation



SOCIAL MEDIA MANAGEMENT & INFLUENCER MARKETING

Listening Analysis & Social Monitoring, Social Media Management, Editorial Strategies, Community & Crisis Management, KPI Monitoring & Analysis, Newsjacking, Content Diffusion & Buzz Marketing, Influencers and bloggers scouting, YouTubers projects, Storytelling



SEO, WEB ANALYTICS & CONSULTING

SEO Site Analysis, Competitor Monitoring & Performance Evaluation, Ongoing SEO Support & On-Demand Consulting, Continuous Assistance (analytics, search console, report), Support in Optimization & Revision, Google Analytics implementation on Data layers for e-commerce, GA360, Adobe Analytics, Facebook Attribution.



CRM OPERATIONS - E-MAILS & SMS

Development of creative at scale, HTML templates, HTML standard, Anti-spam scoring, sending services, multi-language localization of the creative, coordination of service multiple countries..

Our Experience Lab

Jakala Experience Lab is a multidisciplinary team made up of **User Experience Researchers** and **User Experience Designers**, dedicated on the one hand to the analysis of behavior, emotions and choices that shape the relationship between brands and people, and on the other to its design

WE WORK ON |  **Products**  **Digital Platforms**  **Video & Advertising**  **Digital Creativity**  **In-store Experience**

OUR APPROACH | **Human Centered Design - ISO 9241**

OUR TOOLS | **Eye Tracking**   **EEG**  **GSR (Galvanic Skin Response)** 

OUR METHODOLOGIES | **Subjective & Qualitative – Subjective & Quantitative – Objective & Qualitative – Objective & Quantitative**

- Eye tracking
[gaze distribution, heatmap]

- Workshop
- Interviews
- Focus group
- Think aloud
- Ethnographic observations

- Eye tracking [workload, arousal, attention]
- EEG [attention, engagement]
- GSR [arousal]
- IAT [brand association]

- Heuristic analysis
- Survey
- Card sorting
- Tree test
- First Impression Click test

Our AI practice

In our AI & ML practice a **team of more than 60 professional** – also thank to **Jakala proprietary** – work to extract new insights and maximize performances

-  **Market, Customer, Content & Channel** Analysis
-  **Marketing & Sales Performance** Maximization
-  **Data-Driven Business Model** Creation
-  **Process & Automation** Optimization



**INSIGHT
EXPERT**



**RPA
EXPERT**



**DATA
SCIENTIST**



**DATA
ENGINEER**



Our clients



Our solutions

**CUSTOMER
ENGAGEMENT &
LOYALTY**

**Touchpoint
Modelling & Data
Collection Strategy**

**Engagement
Strategy Definition**

**Customer
Community Creation**

MEDIA BOOSTER

Online Advertising

**Customer Media &
SEO**

**Social Media &
Digital PR**

**MARKETING & SALES
TECHNOLOGY
ACTIVATION**

**Customer-centric DB
& Predictive analysis**

**Marketing
Automation Systems
Implementation**

**B2B Digital Sales
Transformation**

**OMNICHANNEL
DISTRIBUTION
FOOTPRINT**

**Channel Mapping &
Potential Estimation**

**Store Network
Optimization**

**Salesforce
Effectiveness**

**E-COMMERCE
TRANSFORMATION**

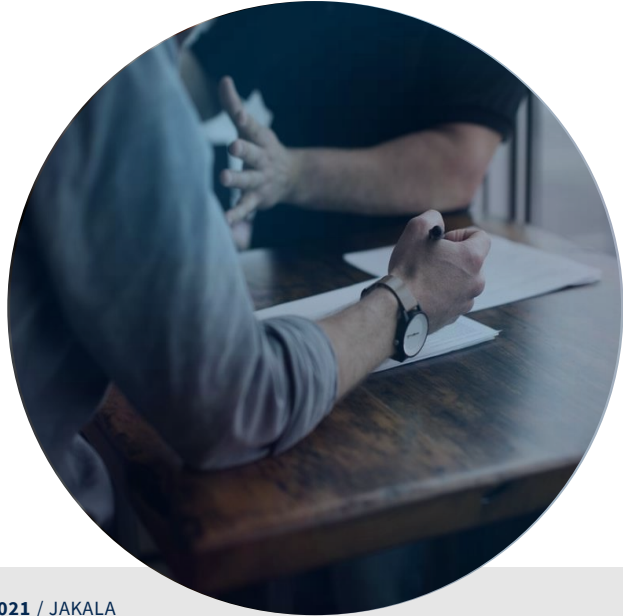
**Business Model
Design**

Creative Design

**Back-end
Development**

CUSTOMER ENGAGEMENT & LOYALTY

We support clients in evolving **customer relations** processes, managing customer data in a centralized way and boost loyalty/engagement activities in order to create a **sense of community with the Customer**. **Support all process through the leading technology solutions**



ACTIVITIES

Definition of a **Customer Data strategy** in order to coordinate omnichannel data sourcing

Design and implement **engagement program** and **assess** strategic **partnerships**

Design the Customer Community leveraging on brand values to exploit Customer Lifetime Value

Implement **CRM systems**, and set up all integrations within the clients' technological architecture enabling an evolved customer service (transforming problems in opportunities)

RESULTS



Implementation of a **Customer Centric** data structure & process



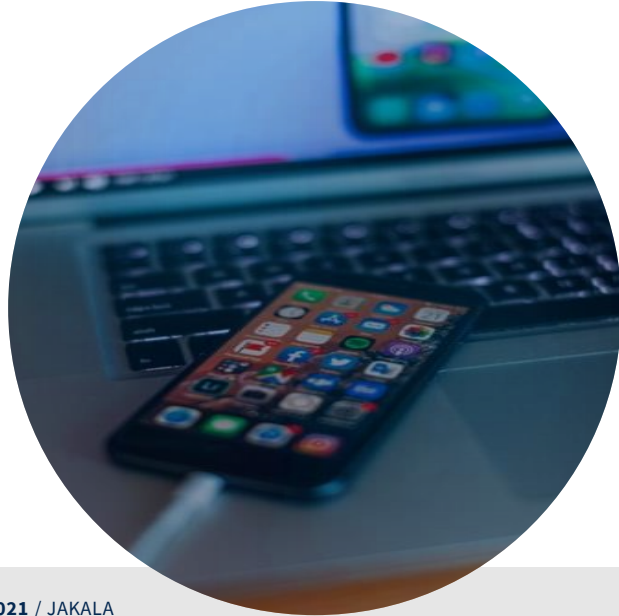
Increase **sales** opportunities through the **governance** of the Customer **life-cycle**



Increase brand **loyalty** and **engagement**

MEDIA BOOSTER

We deliver clients a relevant online presence, communicating via their overall **digital media strategy, digital media mix, media spending**, being top-listed in searches, and providing scalability to the businesses. Build and maintain the **digital brand reputation**, leveraging on people and specific digital channels contents both aimed at **engaging the client's digital personas**



ACTIVITIES

Definition of omnichannel and data-driven **online advertising strategies**, with the objective of boosting digital KPIs including Brand Awareness, User Acquisition, App Installs, Sales and ROI and Store Traffic Generation

Implementation, management and activation of **omnichannel digital acquisition campaigns** across Paid Search, Social, Programmatic, Native and Affiliate channels. Ongoing support and consultancy in the **SEO activities**

Marketing personalization via capitalizing on the CRM + Media synergies, delivering high-relevancy customized media content specifically to each user segment

Social Media **accounts management, analysis** of the As-Is presence and effect on users' **sentiment, editorial planning** and **crisis management. Influencers scouting, detection and engagement**

RESULTS



Improved KPIs on **CPL, CPA, ROI, Engagement and Brand Visibility**



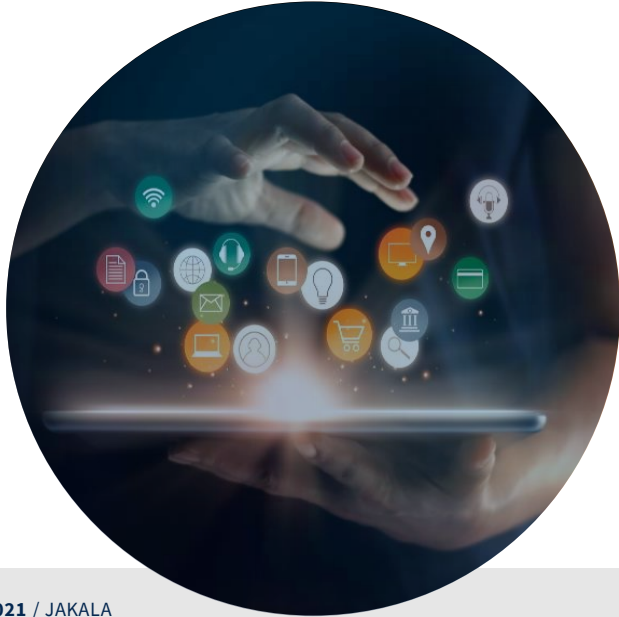
Higher brand reach and scalability via new channel activation



Improved sentiment on social media properties and Micro and Macro Influencers engagement

MARKETING & SALES TECHNOLOGY ACTIVATION

We help clients to **deliver insight-led customer engagements and enhance the customer experience through structuring an effective and omni-channel contact strategy.** Support all process through the leading technology solutions



ACTIVITIES

Implement **CRM systems**, and set up all integrations within the clients' technological architecture enabling an evolved customer service (transforming problems in opportunities)

Design the **contact strategy** (B2B & B2C), both in terms of planned and triggered campaigns (customer journeys)

Select the **best technology** to sustain business processes designed evaluating the impact also on the organization

Analyze **impacts** of the **new strategy** on the **existing business model** and **support** in the **execution**

RESULTS



Increase **campaign KPIs**, such as **Open Rate, Click Rate and conversion** and **support overall retention**



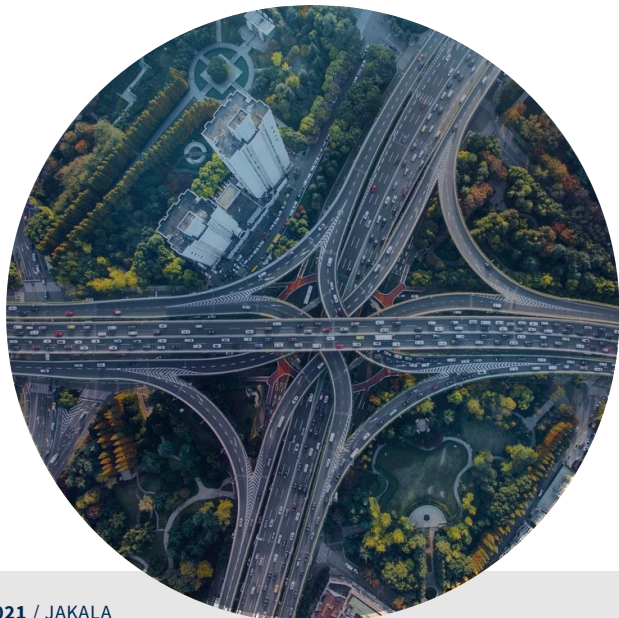
Marketing Automation system **full integration** within the IT infrastructure



Manage and **personalize customer relationship** and communications **based** on customers' characteristics

OMNICHANNEL DISTRIBUTION FOOTPRINT

We help brands in **drive a holistic distributive network optimization** key decisions in terms of repurpose **to new retail models, early closures and potential WHS extensions** relying on integrated **catchments areas** (Offline & Online)



ACTIVITIES

Customer base analysis and enrichment according to **Jakala Territorial Data** (Social-economic information (age, gender, lifestyle) and purchasing habits)

Market potential estimation & Competition Assessment on a territorial basis

Analysis of **catchment area** and definition of the **optimal number of stores** that would cover the potential of the area reducing cannibalization between different stores (**priority matrix**)

Optimal sales organization & size. New target performance setting and **incentive plans** evaluation

RESULTS



Market potential & Competition Assessment at different geographical levels worldwide



Identification of channels / doors that need to be closed, opened, reallocated, reorganized



Channel & Retail New Targeting Approach

E-COMMERCE TRANSFORMATION

We support brands in understanding how to start, evolve or move in-house their **online platforms**, through advisory skills on business models alternatives and managing the technological full process delivery and on-going support



ACTIVITIES

E-commerce Business Model definition, helping in “make or buy” decisions regarding each step of the end to end process and enabling partnership discussions with the best-fitting vendors

Front end UX/UI design, leveraging on a specific team of graphics who propose **data driven creativity** alternatives, also in terms of contents, to be selected by the client

Technology selection and **end-to-end implementation** of the selected solution (mainly on Shopify, Magento and Salesforce)

On going support in order to guarantee business objectives, maintenance activities, store management and visual merchandising

RESULTS



Make or buy decisions on each step of the digital value chain (from logistics to payments and from customer care to photo shooting)



Up&Running platform, integrated within the technological ecosystem



Business continuity and **continuous improvement**

Explore **jakala.com/ru**

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