

# WowUp



CUSTOMER RETENTION FOR BRAZIL



# CUSTOMER RETENTION

Case studies



*bienestar*

VENÍ POR MÁS

19% Increase  
in sales

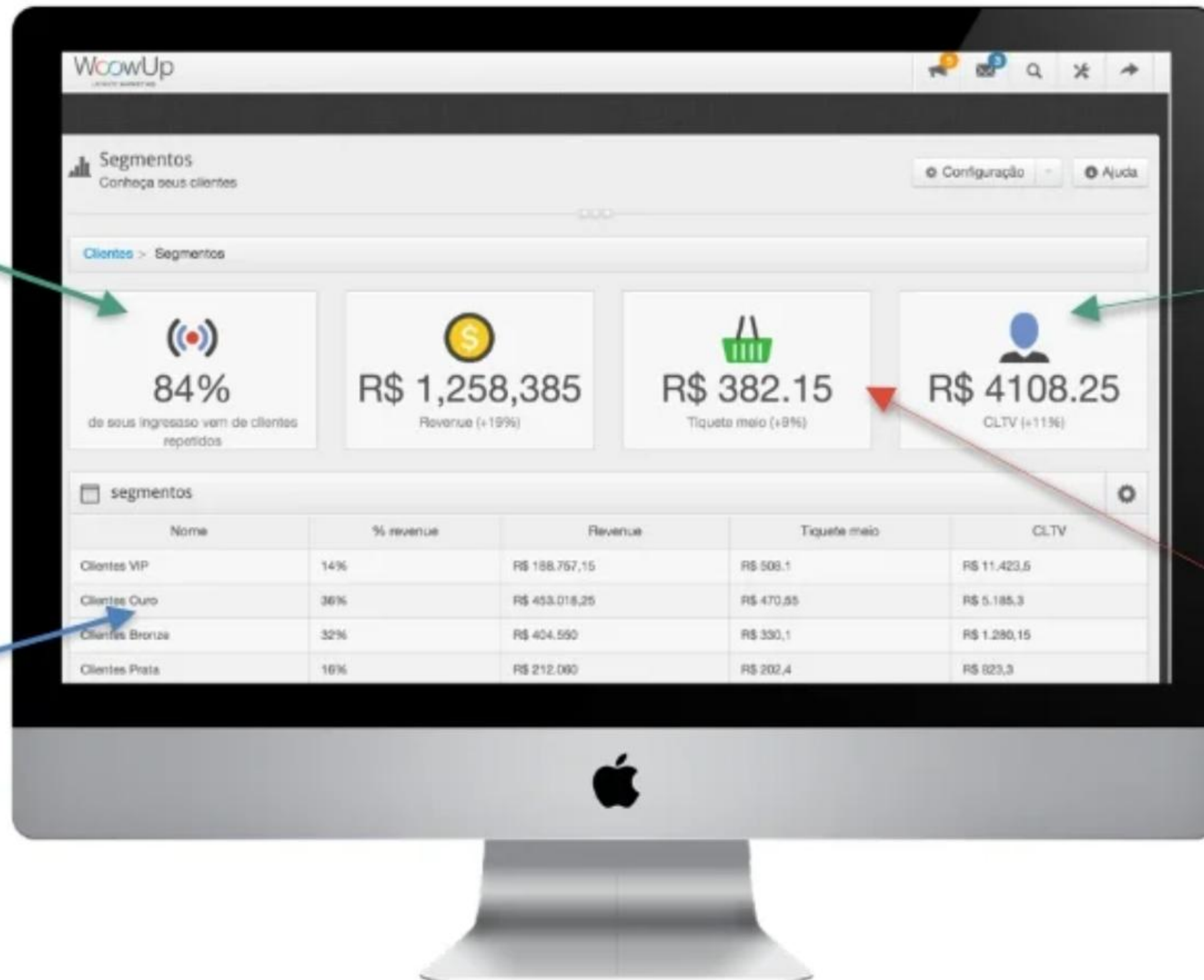


Customer  
Segmentation

Personalized  
Marketing  
Campaigns

Customer  
Information  
& Analytics

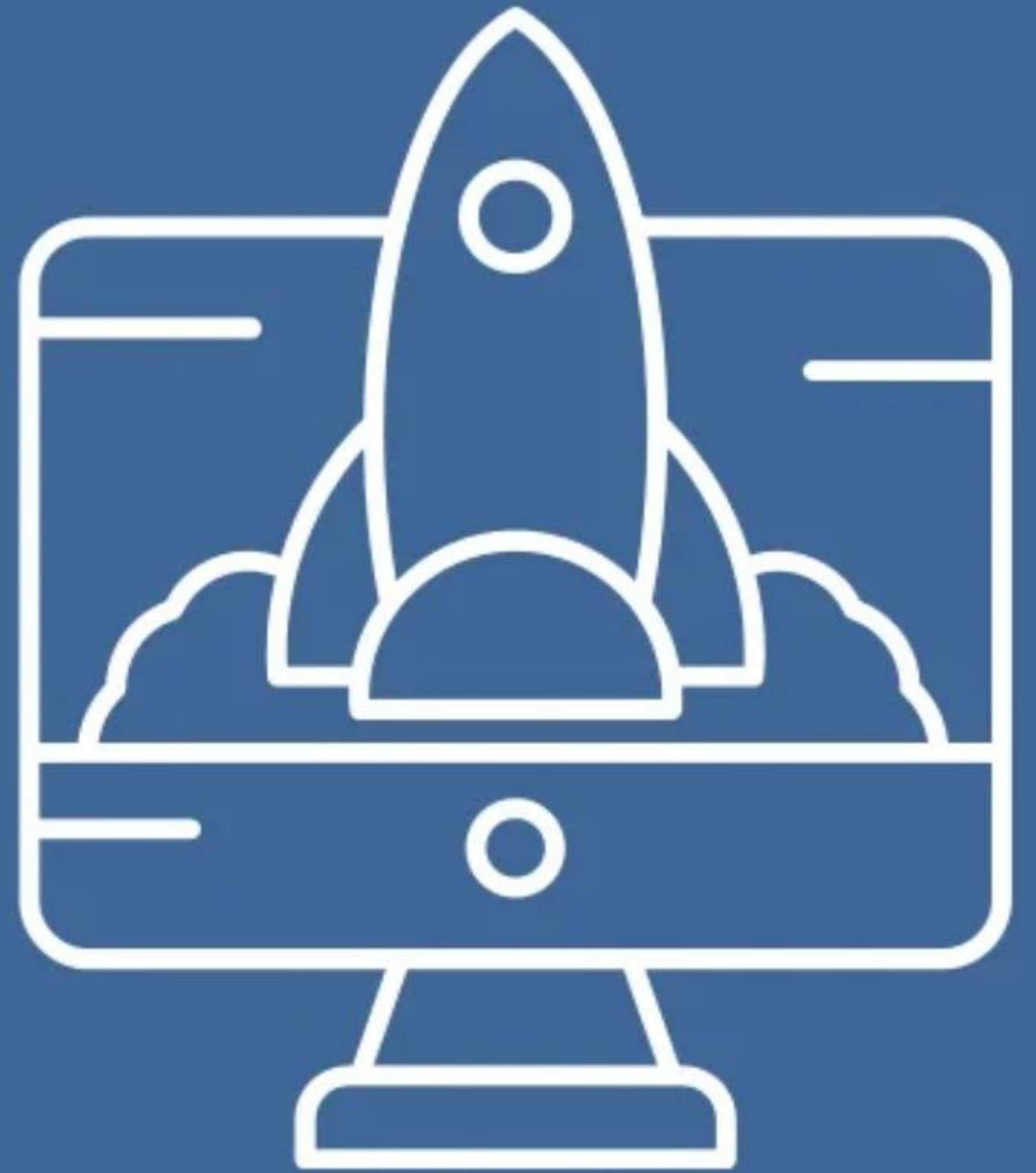
Points Based  
Loyalty &  
Referral  
Program



# MARTECH

Exponential growth in USA

# 10X





# BRAZIL

## OUR MARKET IS HUGE



# \$10.2B

Sales 2015  
e-Commerce

USD

# \$600B

Retail and  
consumer market



# COMPANY GROWTH

Our first year

founders@woowup.com  
angel.co/woowup





# PILOTS

founders@woowup.com  
angel.co/woowup



# 100%

# OUR TEAM

founders@woowup.com  
angel.co/woowup



Martin  
Biegun

Marketing  
Degree & MBA



Enrique  
Novomisky

Software  
Engineer

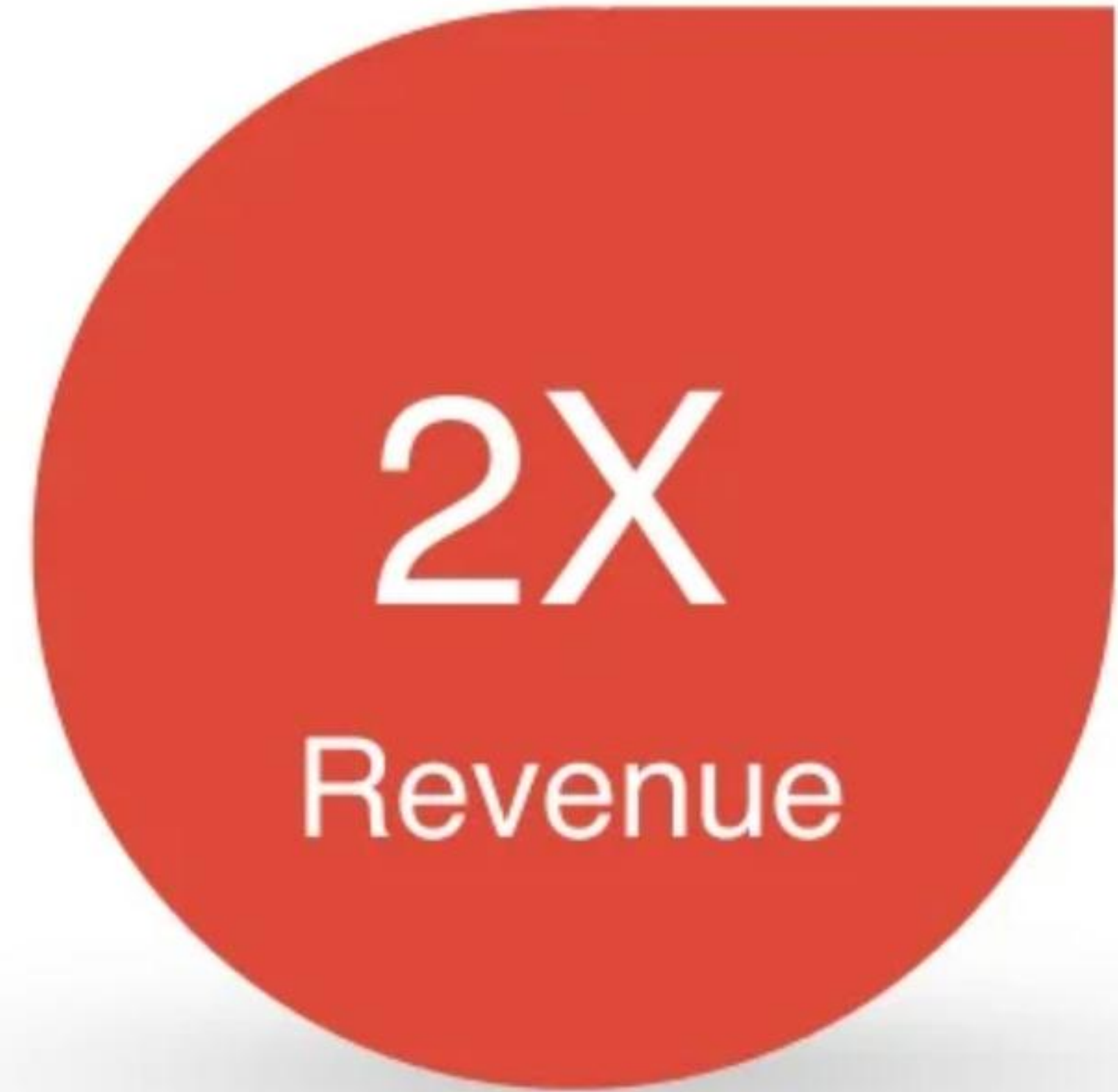
Previous exit,  
acquired by Globant  
(NYSE GLOB)







WoowUp



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