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HACKATON: "EL PODER DE LA IA EN E-COMMERCE"

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**AUGUSTO
ITRAT**

*Account Leader
LATAM/EMEA*



**EITÁN
MELNITZKY**

Data Scientist



**LUCAS
VETEIKIS**

Data Scientist

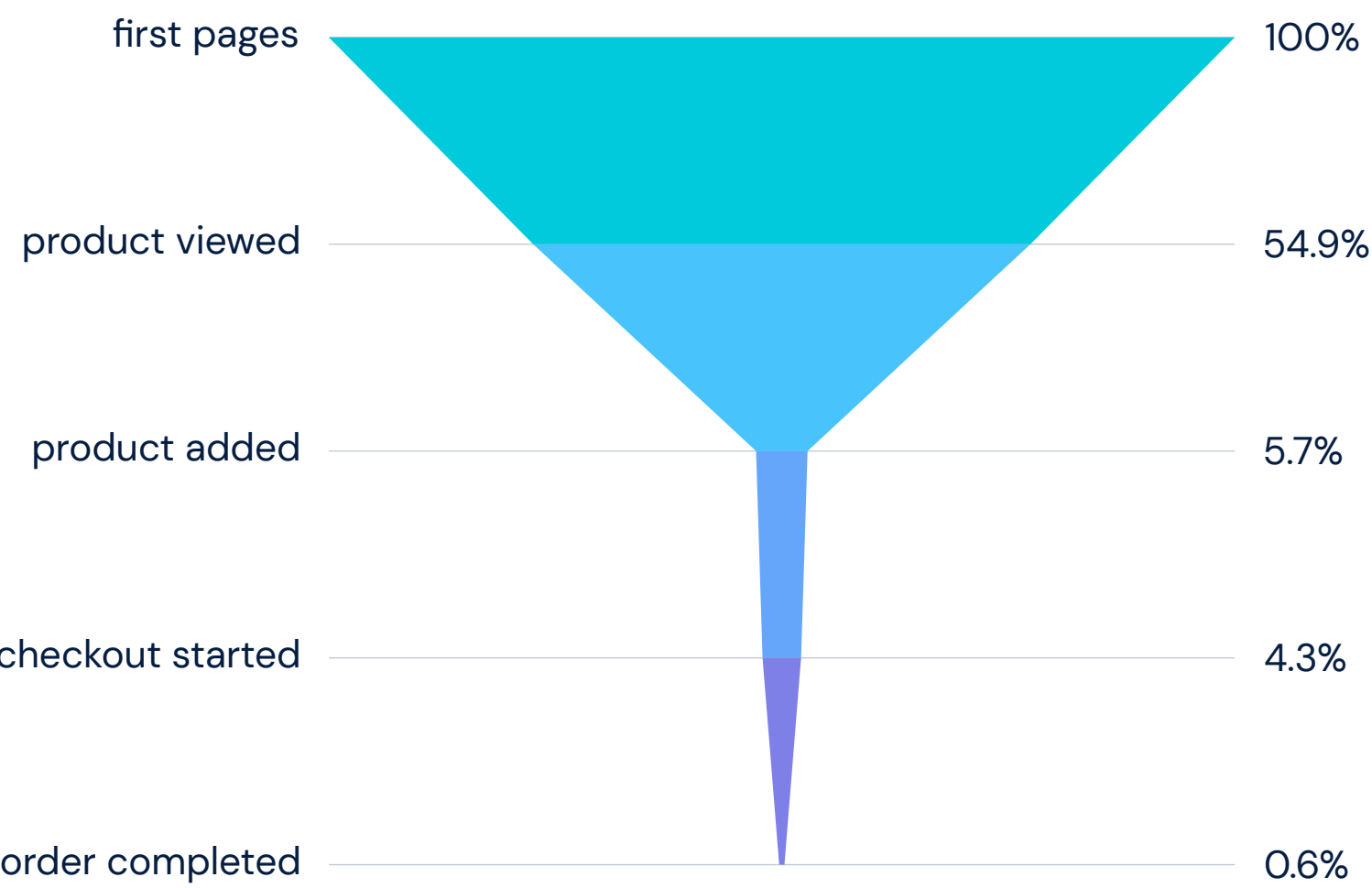


**SANTIAGO
ROMANO**

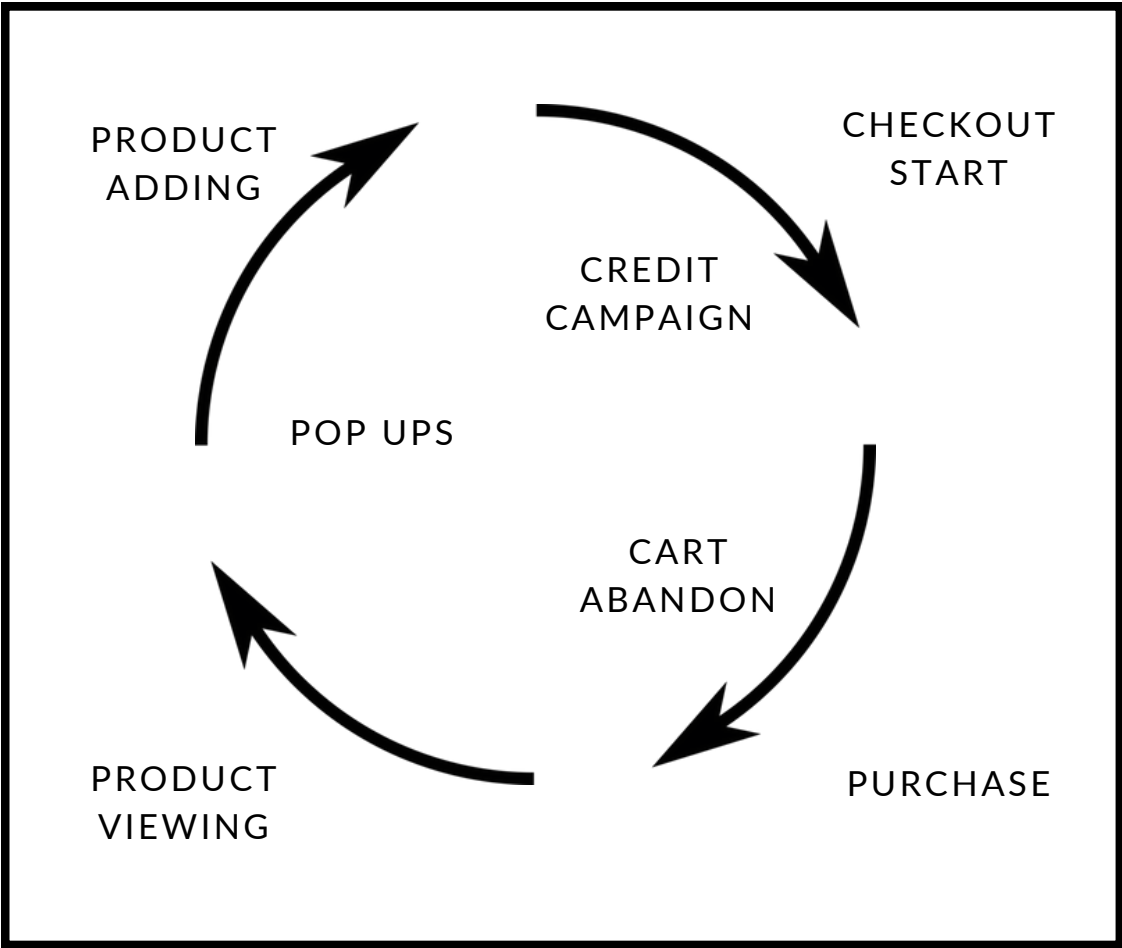
Data Scientist

FUNNEL & PERSONALIZATION

FUNNEL CHART

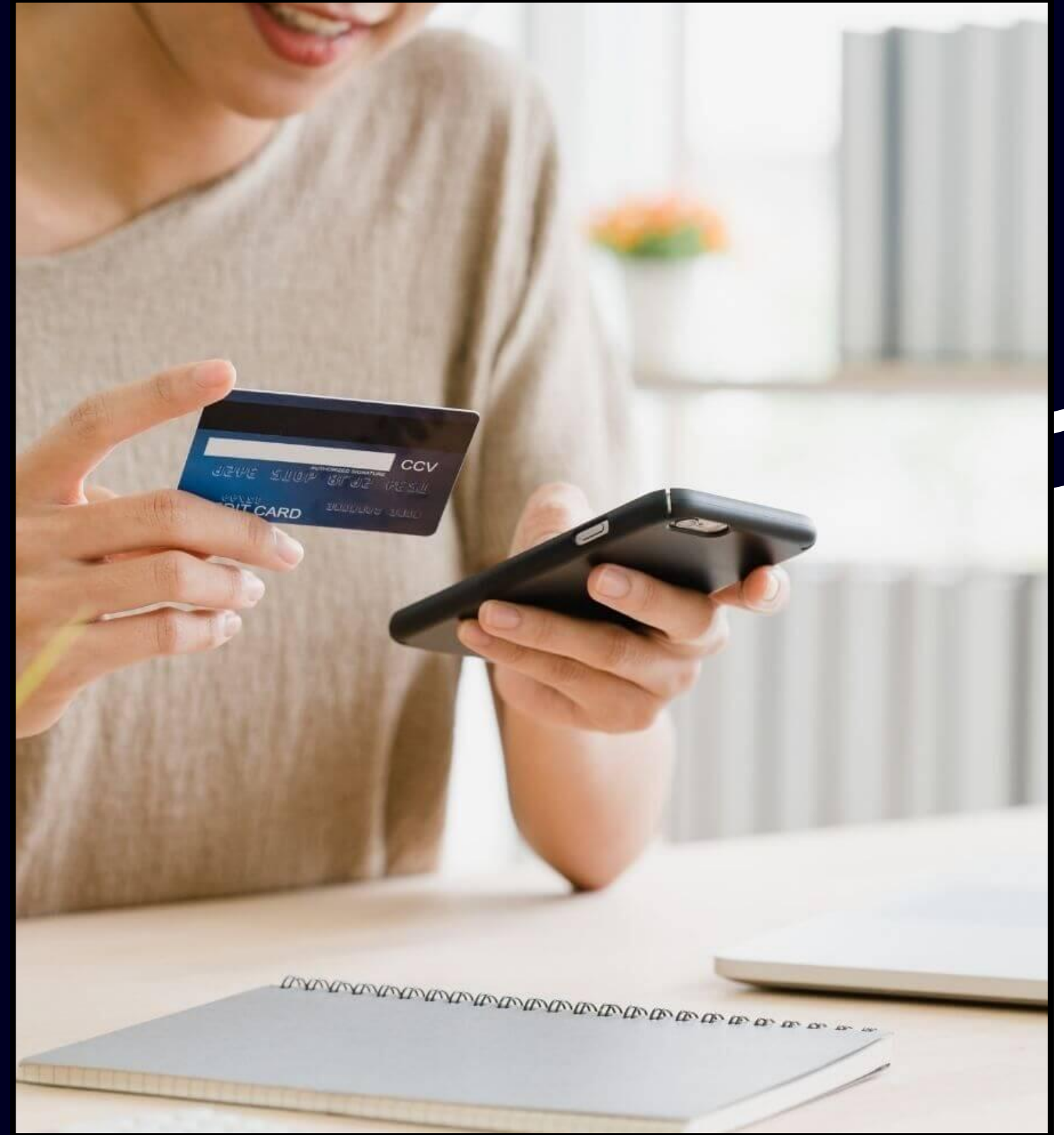


CURRENT SITUATION



FIRST ACTION BOOSTER

AI GUIDING OUR USERS TO THEIR
NEEDS



Business impact FUNNEL

Through the intervention of AI, the user will buy much more directly, saving effort and intermediate time

80%

Revenue Growth

10%

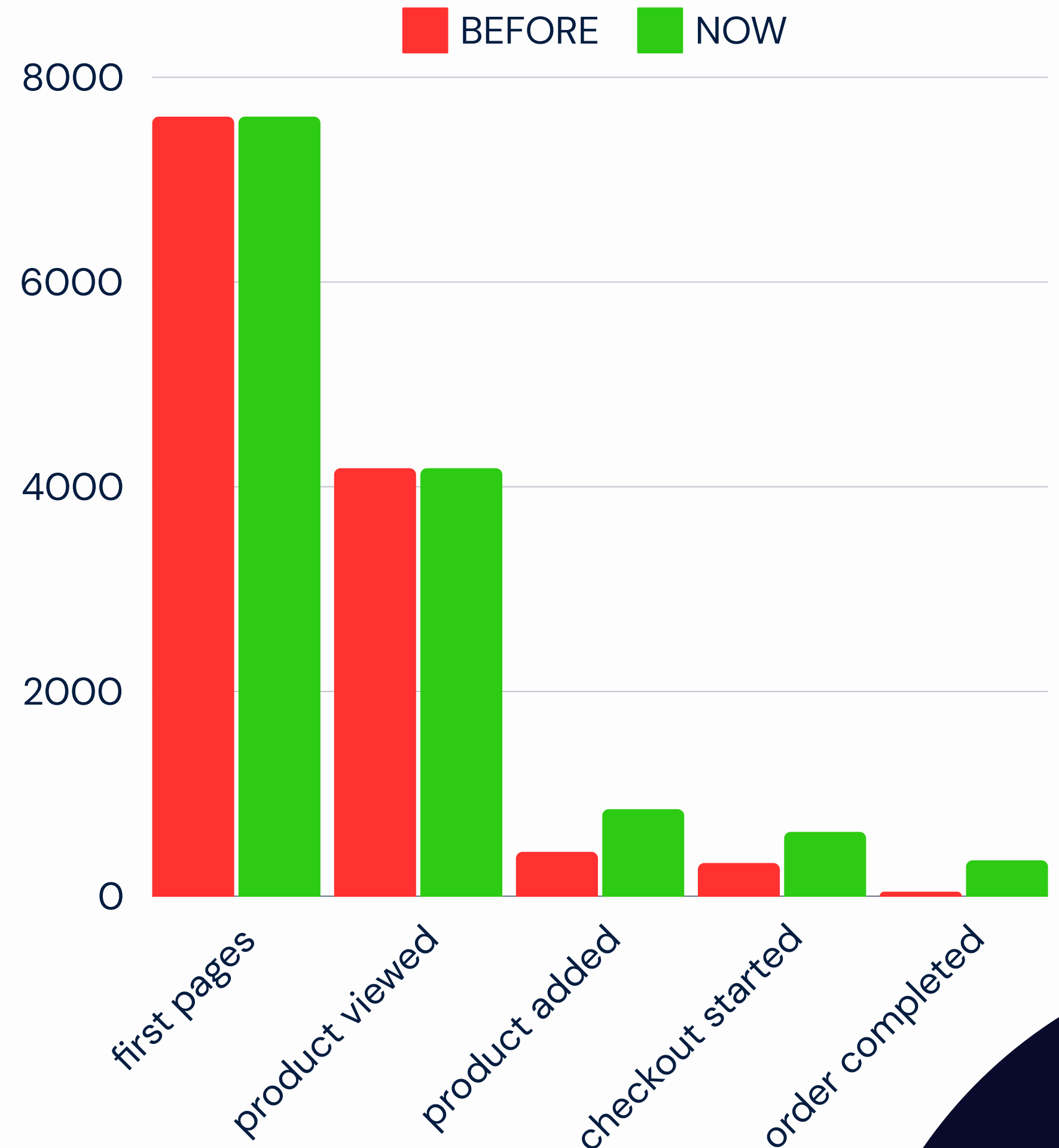
Return on Investment

-20%

Customer Acquisition Cost

75%

Customer Satisfaction



Business impact FUNNEL

Through the intervention of AI, the user will buy much more directly, saving effort and intermediate time

80%

Revenue Growth

10%

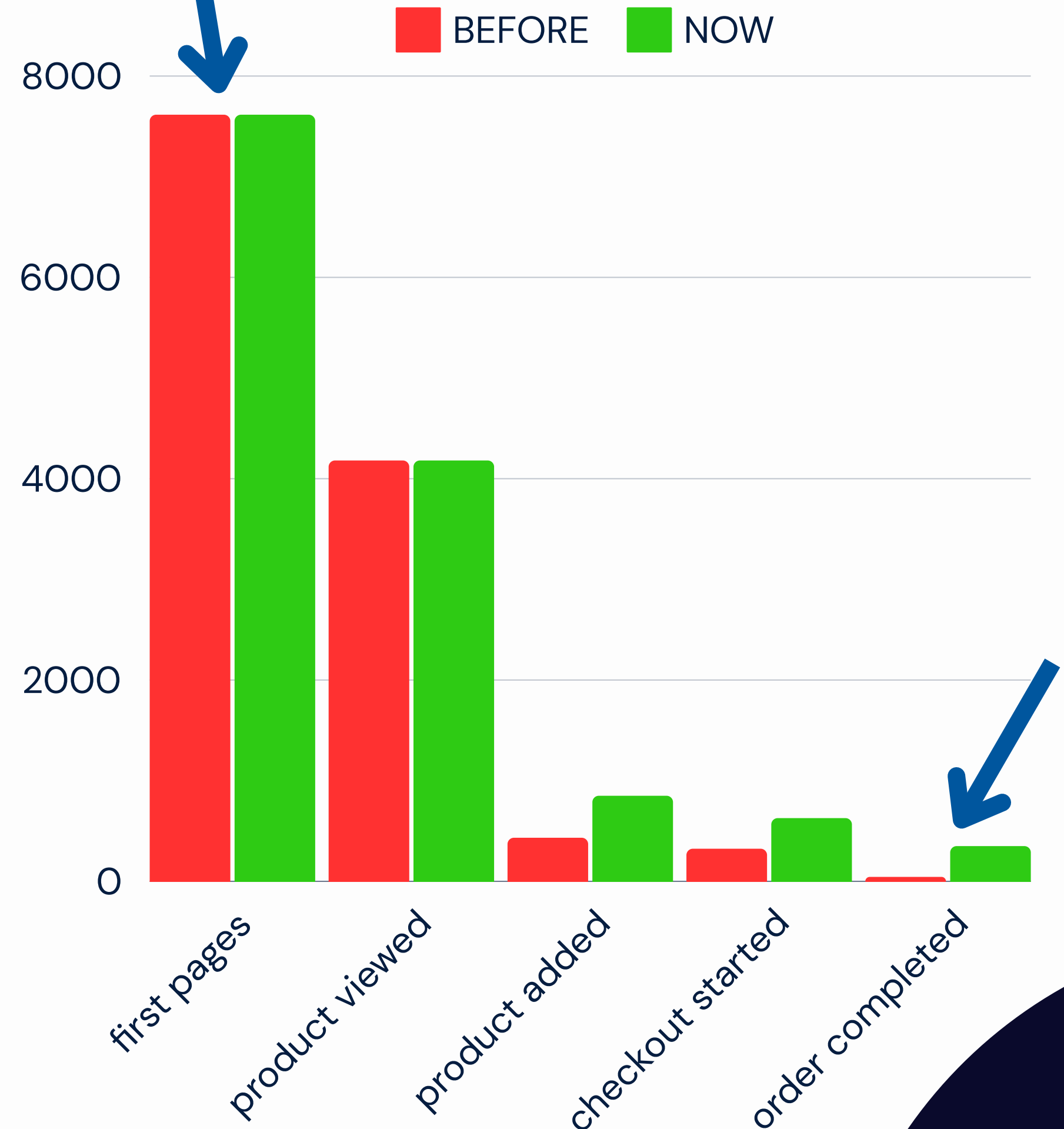
Return on Investment

-20%

Customer Acquisition Cost

75%

Customer Satisfaction



HOW DOES IT WORKS?

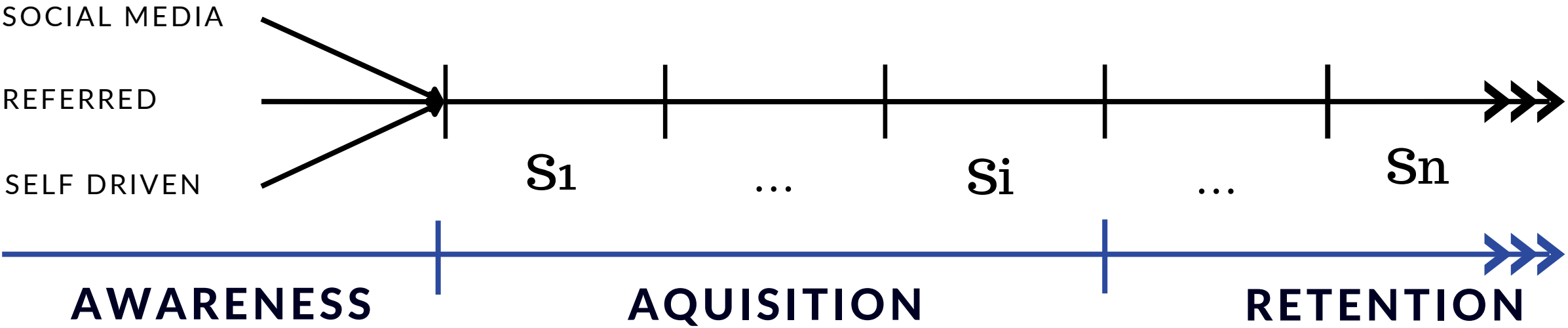
BEFORE



USER JOURNEY

IDENTITY
RESOLUTION

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HOW DOES IT WORKS?

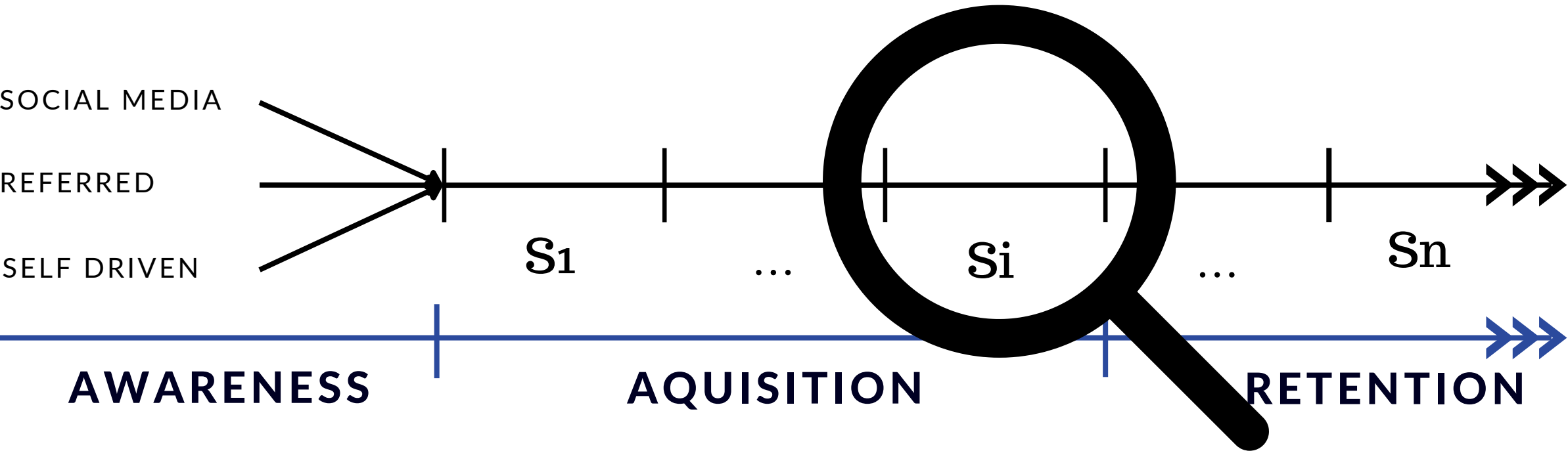
BEFORE



USER JOURNEY

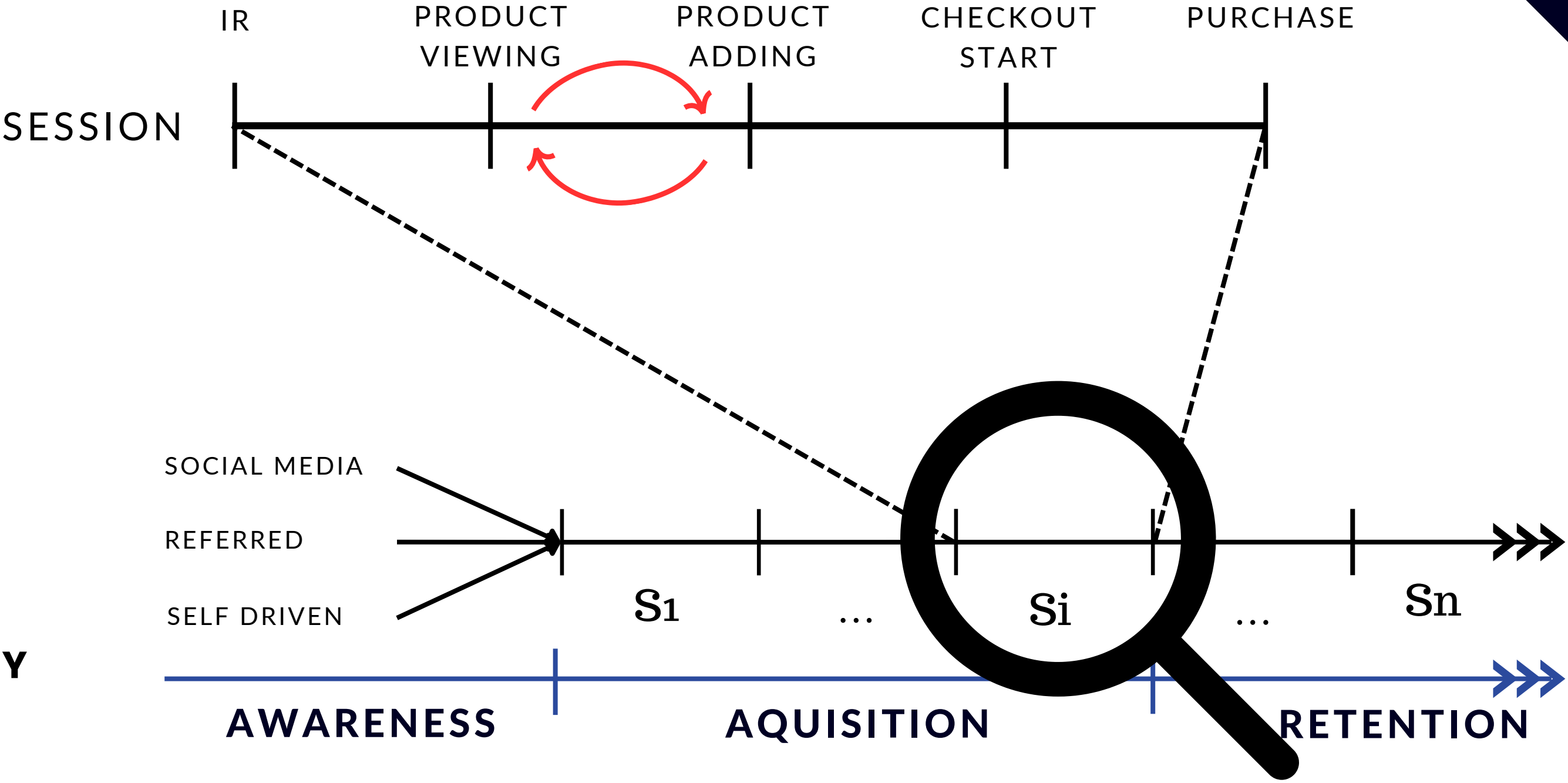
IDENTITY
RESOLUTION

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HOW DOES IT WORKS?

BEFORE



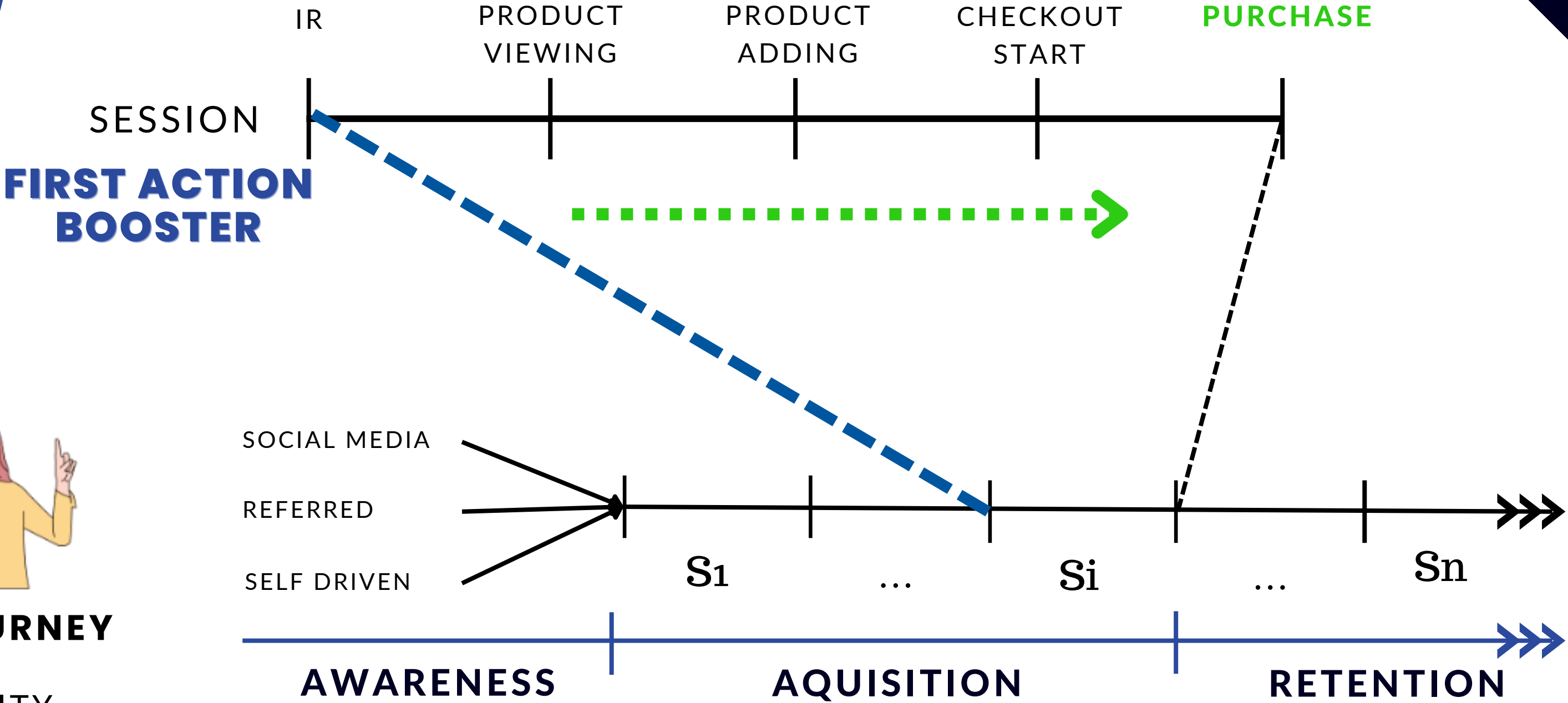
USER JOURNEY

IDENTITY
RESOLUTION

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HOW DOES IT WORKS?

NOW



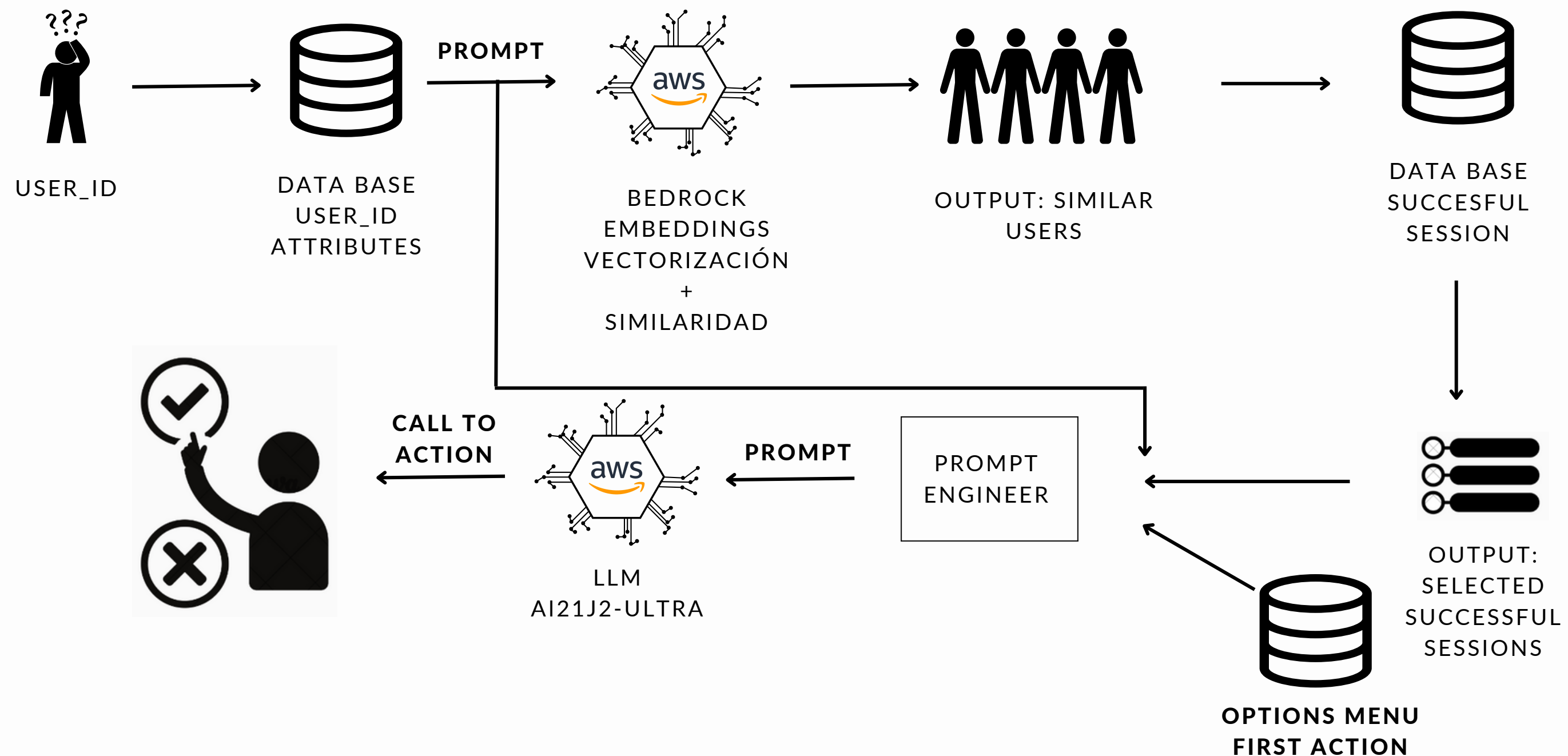
USER JOURNEY

IDENTITY
RESOLUTION

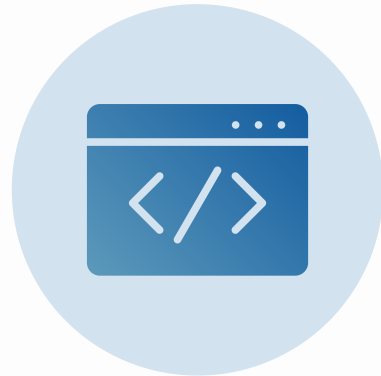
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AWS BASED SOLUTION

THANKS TO AWS TECHNOLOGIES, THE SOLUTION PROVIDES A SOLID AND SCALABLE ARCHITECTURE TO APPLY, AND BE ABLE TO ACTION DECISIONS FROM THE INSIGHTS OBTAINED



NEXT ITERATIONS



EXTEND TO ALL FUNNEL

Our solution optimizes the entire user journey from awareness to conversion, leveraging data-driven insights to tailor marketing strategies at every stage for maximum effectiveness and conversion rates.



BUSINESS UNITS

Our solution is versatile and scalable across all business units, providing valuable insights into user behavior and preferences for each product line or service offering, leading to tailored marketing efforts and optimized customer experiences.



DEPLOYMENT

Our solution seamlessly integrates into existing systems and processes, leveraging cloud-based infrastructure and automation tools for efficient and scalable deployment, ensuring rapid realization of benefits and measurable impact across the organization.

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