

Overview

Next Steps

Evolutions

Growing

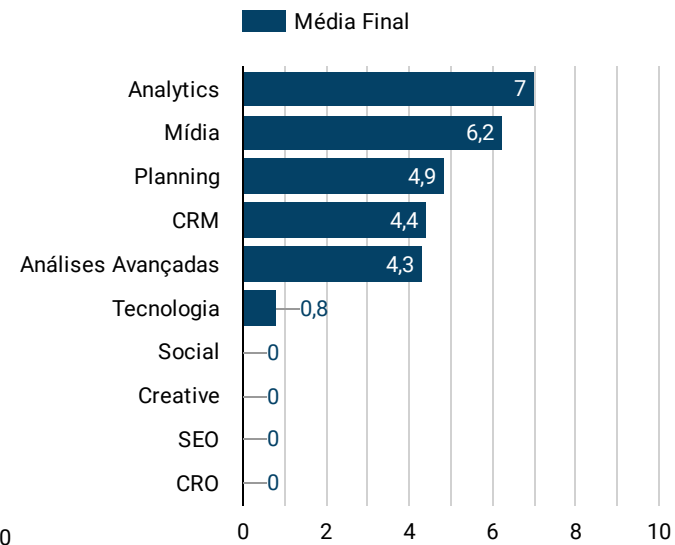
Avg Score

1

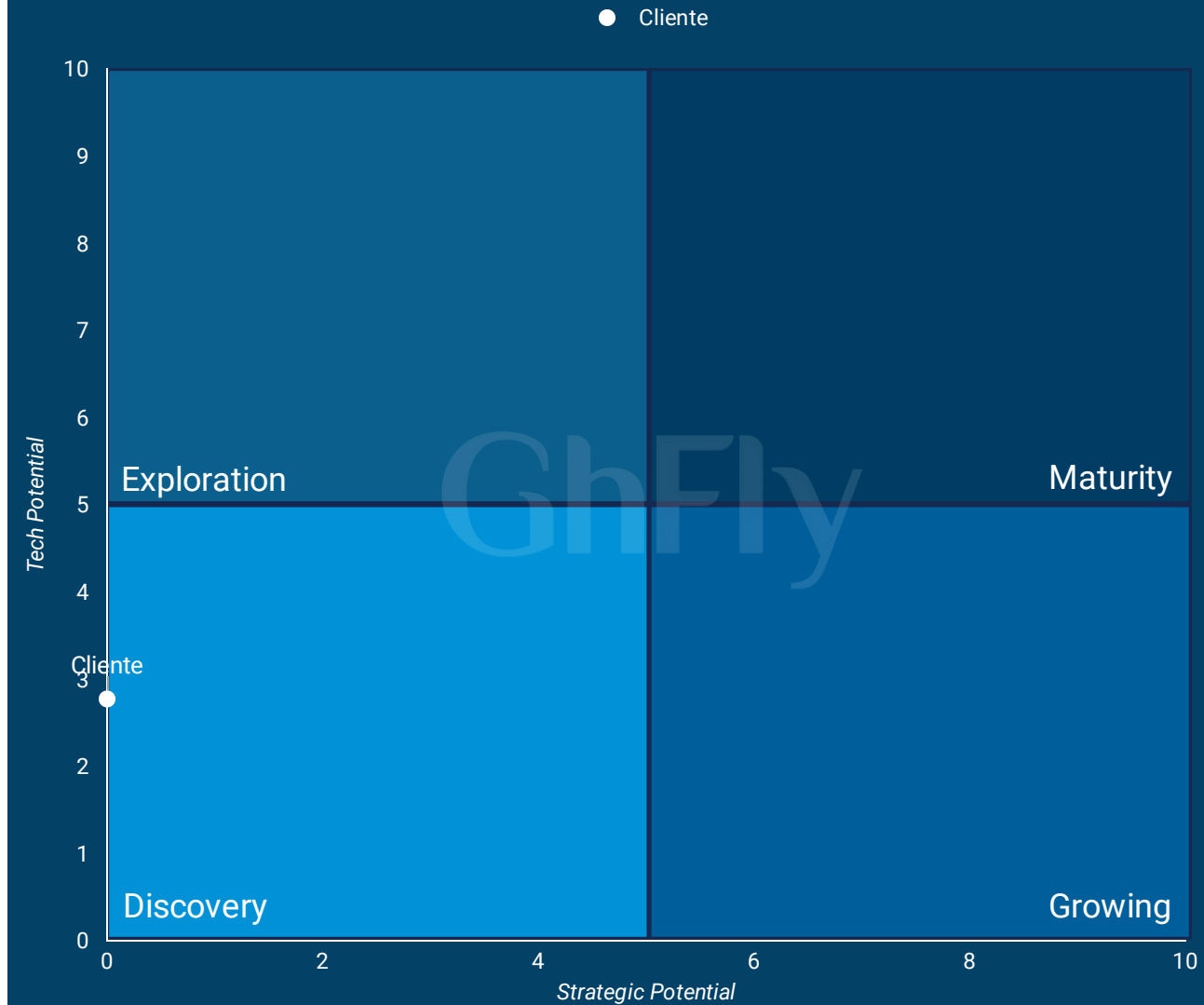
Strategic Potential

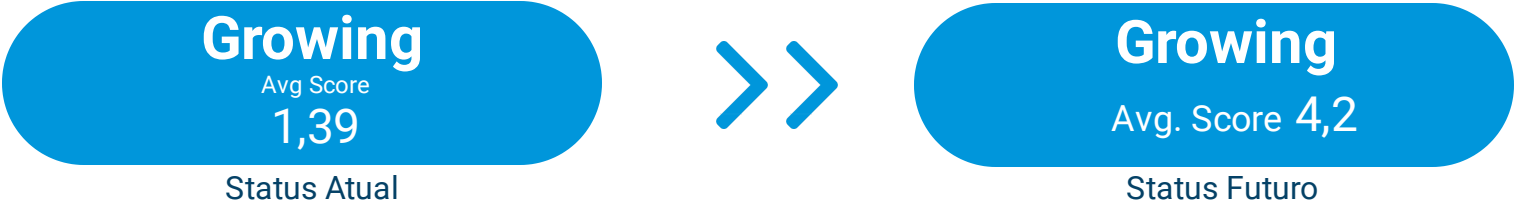


Tech Potential

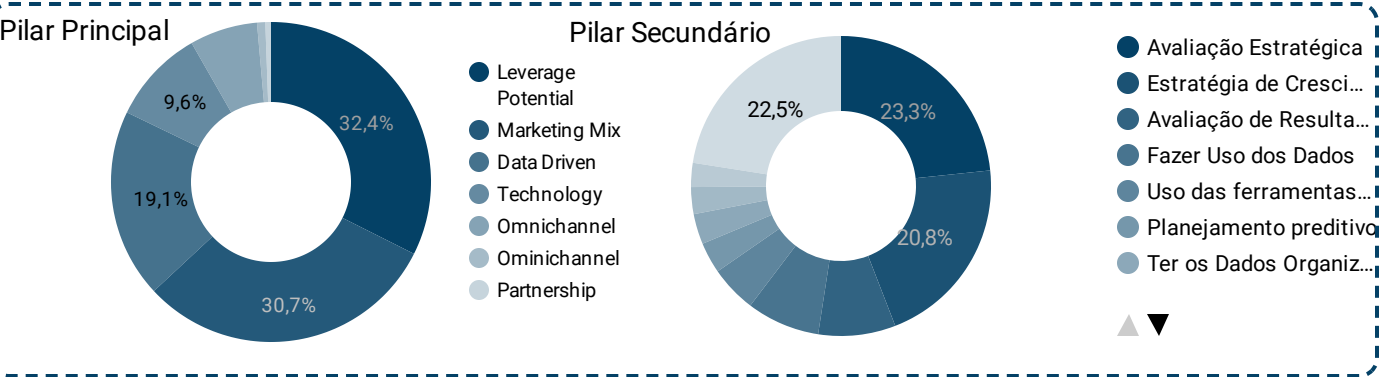


Matriz de Transformação Digital

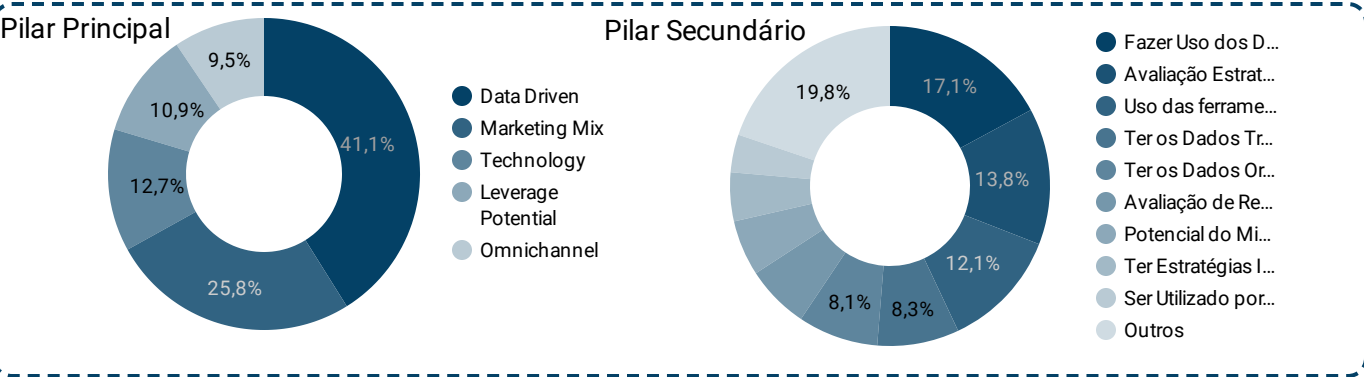




Strategic Potential



Tech Potencial



Filtros:

Quarter

Categoria Primaria

Status

	Quarter	Categoria Primaria	Proximas Etapas	Status
1.	3º Quarter	Omnichannel	LIA + Conversões Offline	Implementação em andamento
2.	3º Quarter	Leverage Potential	Marketing Mix Modelling	Backlog
3.	3º Quarter	Data Driven	Mensuração completa App (Adjust, Appsflyer)	Proposta em andamento
4.	3º Quarter	Technology	API conversões canais de mídia	Backlog
5.	3º Quarter	Marketing Mix	Expansão das estratégias de CRM e integração de compras com o ...	Em andamento

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Matriz de Transformação Digital

