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Deep Conversational Commerce

Digitalizando el RTM al traditional
trade de la forma correcta



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¿Quiénes somos?

- Plataforma líder en **comercio conversacional B2B**
- Digitalizamos el canal tradicional de la forma correcta: **con conversaciones contextuales y relevantes**
- Primer WhatsApp Business Partner en LatAm
- Respaldados por B-Capital, Sierra Ventures y Eduardo Saverin (co-fundador de Facebook)



Los clientes quieren chatear con tu marca en aplicaciones de mensajería

84%

del tiempo que pasamos en el celular lo pasamos en WhatsApp

67%

de los clientes planean aumentar su gasto por medio del comercio conversacional

90%

de los compradores del comercio conversacional lo hacen a través de las plataformas de Meta (Messenger, WhatsApp)

B&M REPS

1990s



REPS + EDI

2000s



Apps

2015



**E-B2B portals
& Marketplaces**

2015



Whatsapp

2020



Falsa Disrupción

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Esto es

Deep Commerce

El resurgimiento de la relación tradicional proveedor-minorista de CPG mejorada y profundizada a través de la intimidad de conversaciones reales y el poder de plataformas de datos inteligentes

Conversacional

Atractivo
Íntimo
Familiar
Consultivo




Datos Inteligentes

Contextual
Relevante
Personalizado
Predictivo

Centrado en el Cliente

Deep Commerce es la disrupción y evolución 'real', que mejora las relaciones a través de plataformas inteligentes de datos y conversacionales.





Quiénes ya han implementado una estrategia de Deep Commerce están teniendo grandes resultados

22%

Aumento en la venta promedio
(ticket * frecuencia)

+1.3M

Tiendas activas utilizando la
tecnología de Yalo

+300%

Aumento promedio en el
ROI de nuestros clientes



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Digitalizar al RTM de traditional trade paso a paso

Proceso de Deep Commerce

Activación



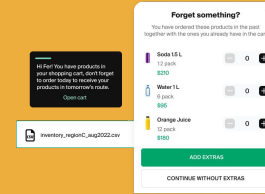
- Activación de PdV
- Trade Marketing Digital y servicios

Transformación



- Flujos de compra asistida
- Pedido digital

Deep Loyalty

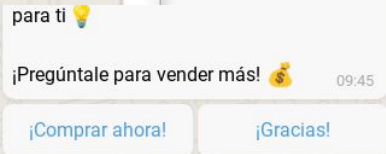
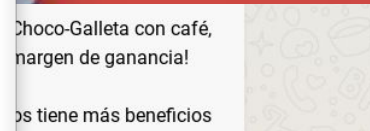
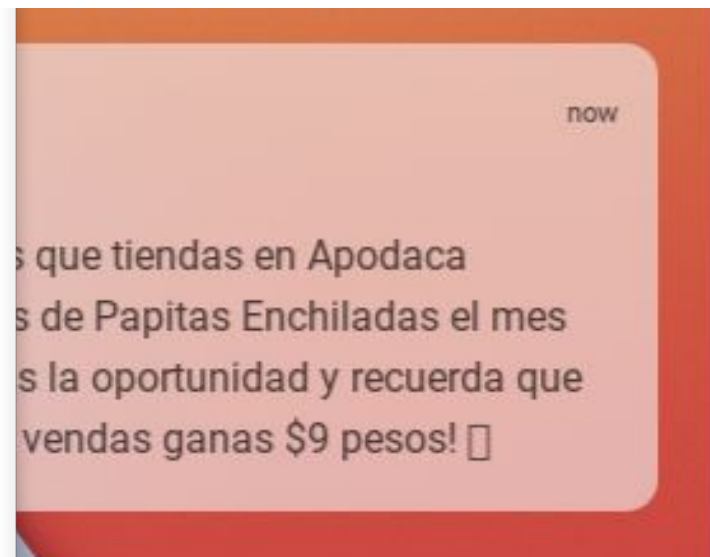


- Deep commerce
- Comercio predictivo

Nota importante:

Establecer la relación digital con el tendero debe de ser el primer paso para ganar la confianza y empujar una mejor ejecución y un incremento en ventas.

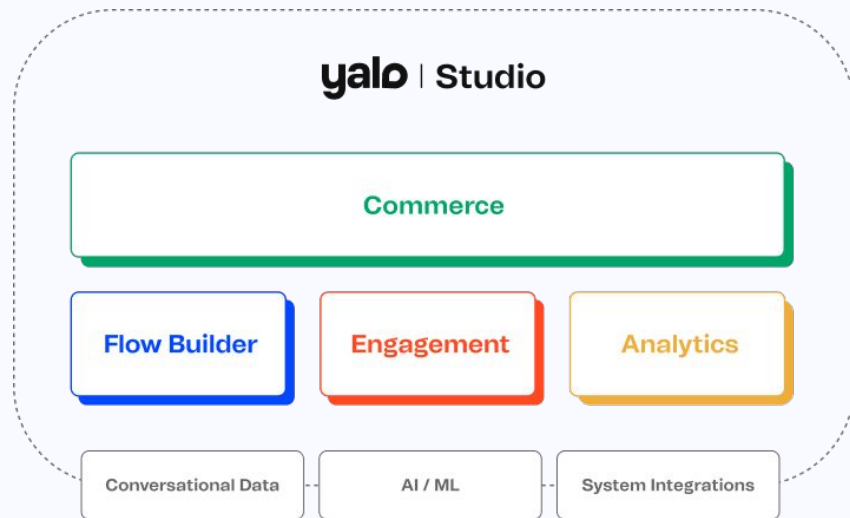
Ejemplos de Deep Commerce



Yalo Platform

Yalo Solution

All-in-one conversational commerce platform



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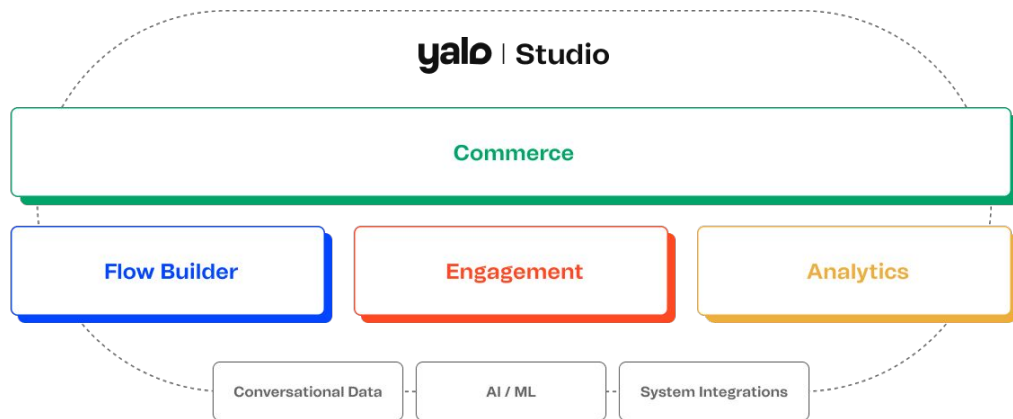
Yalo Studio

The native end-to-end conversational commerce platform

Yalo Studio is the only Enterprise purpose-built solution for Conversational Commerce, built to handle marketing, sales, and customer service in a single place.



Our Solution



Commerce

Build mobile personalized buying experiences

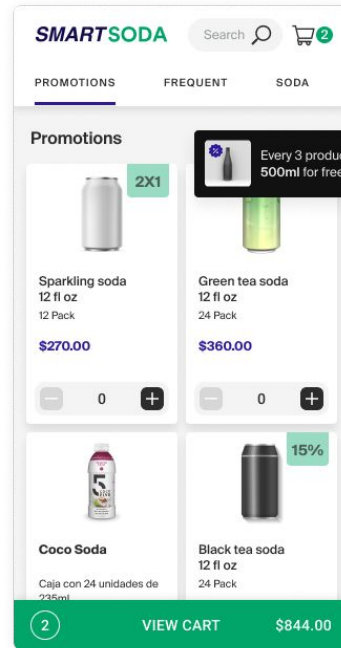
With Commerce, our customers can create and manage their mobile-optimized store with Yalo's purpose-built solution for B2B conversational commerce



Commerce - Storefront

A simple visual commerce store interface that enables the buying experience

- **Integrated APIs** with all the required operations to manage stores and/or support customer operations



Commerce

Build mobile personalized buying experiences

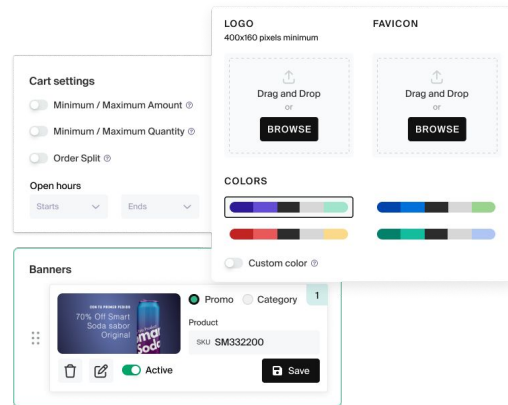
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Commerce Manager

A self service easy to use platform to build and define end user buying experience

- Adaptable branding and design, for a fully branded buying experience
- Business rules can be applied to purchase orders
- No-code simple visual interface



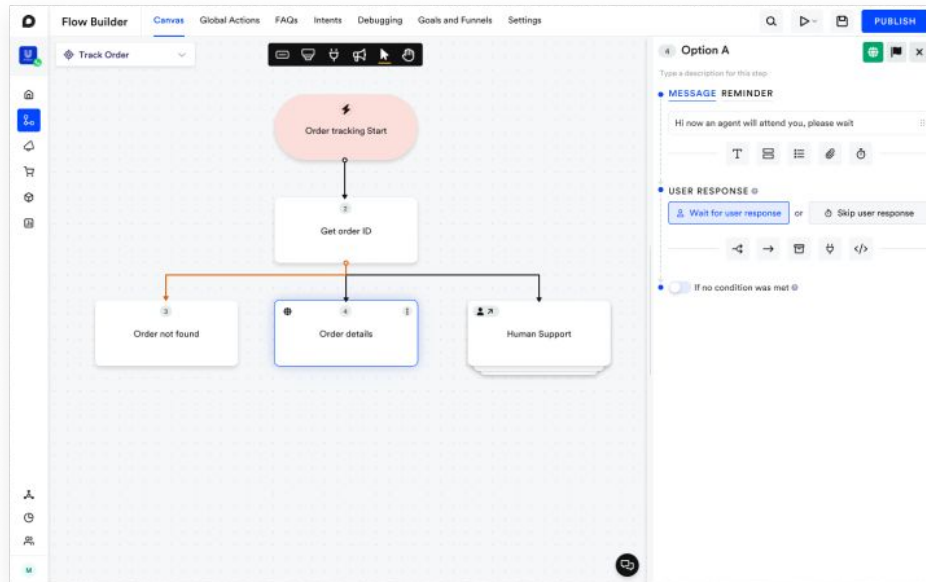
Flow Builder

Build and automate customer journeys

With Flow Builder, our customers can easily build and manage conversational commerce flows in WhatsApp and design the best experiences for your customers

- Self Service Canvas
- Flow Templates

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Engagement Suite

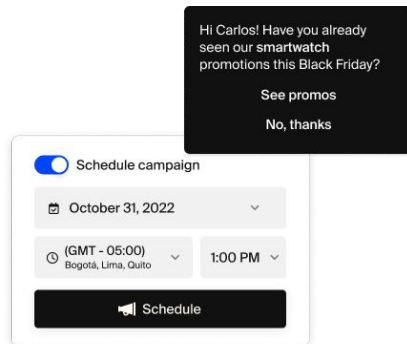
Reach and engage customers on WhatsApp

Thanks to Engagement, Yalo customers can send personalized, data-driven messages that customers actually want, on the channel where they already are and increase sales.



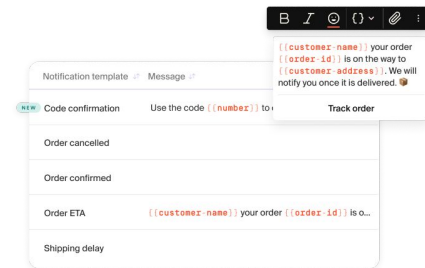
Campaign Manager

Easy campaign automation to run organized and planned marketing campaigns to targeted audiences.



Messaging templates

Conversational best practices packaged that maximize customer open rates and engagement



Analytics

Grow sales with data driven insights

Gain a holistic view of your customer and optimize engagement and sales with conversational analytics.

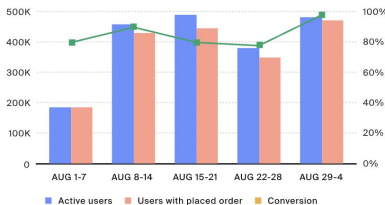


Conversational Analytics

A self service easy to use platform to build and define end user buying experience.

Summarize your overall channel performance and measure customers' engagement and reactions to marketing campaigns.

Active users & Conversion

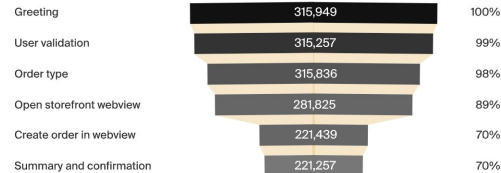


B2B & Custom Analytics

Leverage on Yalo's proven practices and analyze whats specific to your industry, like store adoption, ticket size, topline insurance, among others.

Order placing conversion

71%



Gracias