



DATA CHAIN



SALES DIGITAL MARKETING

We empower the growth of small and medium-sized companies in various industries through a comprehensive **digital marketing solution based on artificial intelligence**, which drives sales and the success of your business.

HOW DO WE DO IT?



We develop a specific and optimized **landing page** to capture the attention of your potential customers and convert them into concrete actions, such as purchasing a product or subscribing to a service.

- Connect with your target audience
- Presents clear and concise information
- Generates trust through audiovisual content
- Collect data from potential customers
- Build your own database
- Meet your buyer persona

We run campaigns on **Google**, showing relevant ads to users interested in your products or services. This allows you to increase the visibility of your business and attract qualified traffic to your landing page.

Search and behavioral segmentation

Artificial intelligence optimization

Recording and tracking of phone calls

Personalization in multiple languages

Retargeting to maximize conversions

Real-time metrics and analytics



GOOGLE ADS (SEM)

YOUTUBE TV / ADS

We reach a wide audience and generate brand recognition, engagement and conversions. With YouTube TV / Ads, you can harness the power of video to communicate your message effectively.

Broad targeting and multiple languages

Variety of advertising formats

High level of user recall

Multiple devices

Real-time metrics

Broad audience reach alcance de audiencias

We create and manage digital campaigns on **Facebook and Instagram**, allowing us to accurately reach your target audience and generate interaction, quality leads and increase your sales.

Accurate targeting and multiple ads

Lead generation

Direct interaction and response to inquiries

Brand recognition

Metrics analysis and performance optimization

Message personalization



FACEBOOK
INSTAGRAM



TIKTOK
ADS

We leverage the popularity of **TikTok** to promote your business and reach new customers. We connect with a diverse audience, ensuring impactful results for your brand.

Short videos

Creative advertising formats

Advanced targeting

Lead generation and conversions

Campaign analysis and optimization

Personalized messaging

We monitor and analyze conversations and mentions of your brand, providing you with valuable information about the perception of your company, customer needs and opportunities for improvement.

Analysis of large volumes of information

Classification of relevant information

Active listening in multiple digital channels

Reach and impact of digital campaigns

Graphic organization and categories of interest

Reports by periodicity and in real time

SOCIAL LISTENING



AUDIO ENGAGE

We reach your audience globally through audio messaging in **music, radio and podcast** environments, offering premium content across multiple categories: sports, business, health, technology, etc.

Worldwide reach

Audio spot and display banners

360° 3D Audio Experience

Multiple segmentation targeting

Audio Retargeting

Spotify available

With **Connected TV Premium**, we connect with potential customers through attractive ads on the user's main screen on more than 350 TV stations (+40 in Spanish only).

Exclusively large screen

Accurate geolocation

Custom audience segmentation

Results measurement and reporting

User behavior analysis

Objective Audience

CONNECTED TV
PREMIUM



VIDEO
OTT

We connect with potential customers through **Over-The-Top** ads, optimizing results through the use of geolocation, audience segmentation and behavioral metrics.

Wide range on multiple devices

Accurate geolocation

Custom audience segmentation

Performance measurement and reporting

User behavior analysis

Focus on the target audience

We generate **email marketing** campaigns to promote products, services and retain the audience. With segmentation tools and data analysis, we optimize results and strengthen the brand.

Campaign personalization

Automation of mailings

Target segmentation

Prospect and customer loyalty

Measurement and analysis of results

High rate of return on investment



EMAIL MARKETING



DASHBOARD REPORTING

We set up dashboards with **real-time metrics** that allow us to measure results, have a clear view of the return on investment and facilitate decision making to achieve the expected objectives.

Number of impressions

Number of clicks

Click-through rate

Conversions

Advanced targeting

Return on advertising investment

Do you need to increase your business sales?
SALES DIGITAL MARKETING is the solution.

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