

HACK WITH TECH: **INNOVATION TO** **UNLOCK YOUR** **BUSINESS GROWTH**

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INNOVATION IS THE **NEW SEXY**



AI MENTIONS IN NEWS

947 IN 2014

17 522 IN 2019



STARTUP SEARCH QUERIES

+22% VS. YA



**INNOVATION
IS NOT JUST
A BUZZ WORD**

Meaningfully Different

Source: Kantar BrandZ TOP 100 brands, 2020



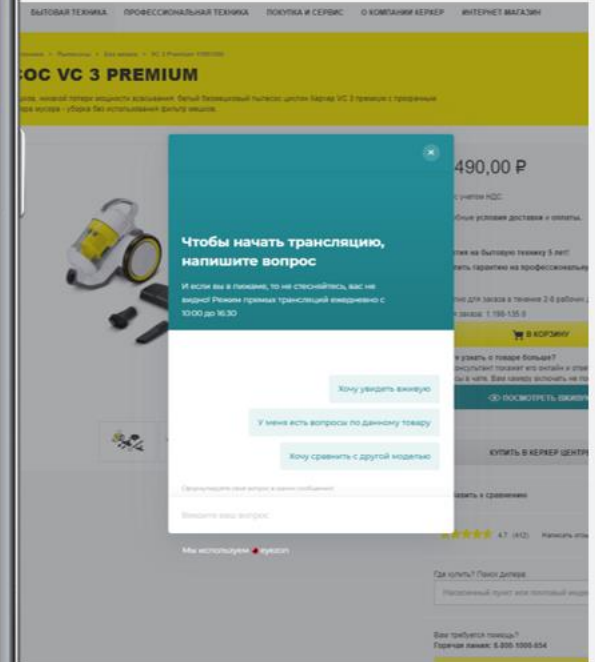
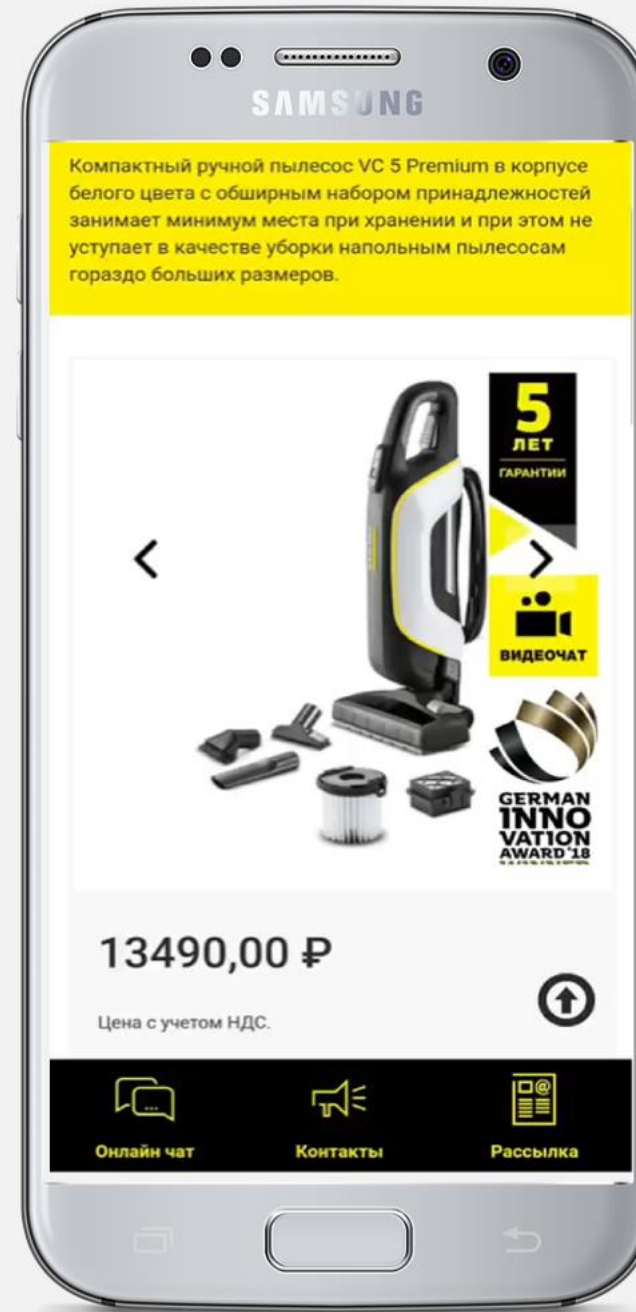
START-UP HANDBOOK

Learning-by-doing rules

1.

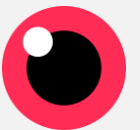
ASK YOUR MOM

SERIOUSLY, ASK! COOL IDEAS ARE CONTAGIOUS



KÄRCHER

Wavemaker



KÄRCHER HUMAN TOUCH: 1 CLIENT MEETING - 2 WKS TO GO - 3 MO PILOT

↑ 50%

Conversion from visits to purchases

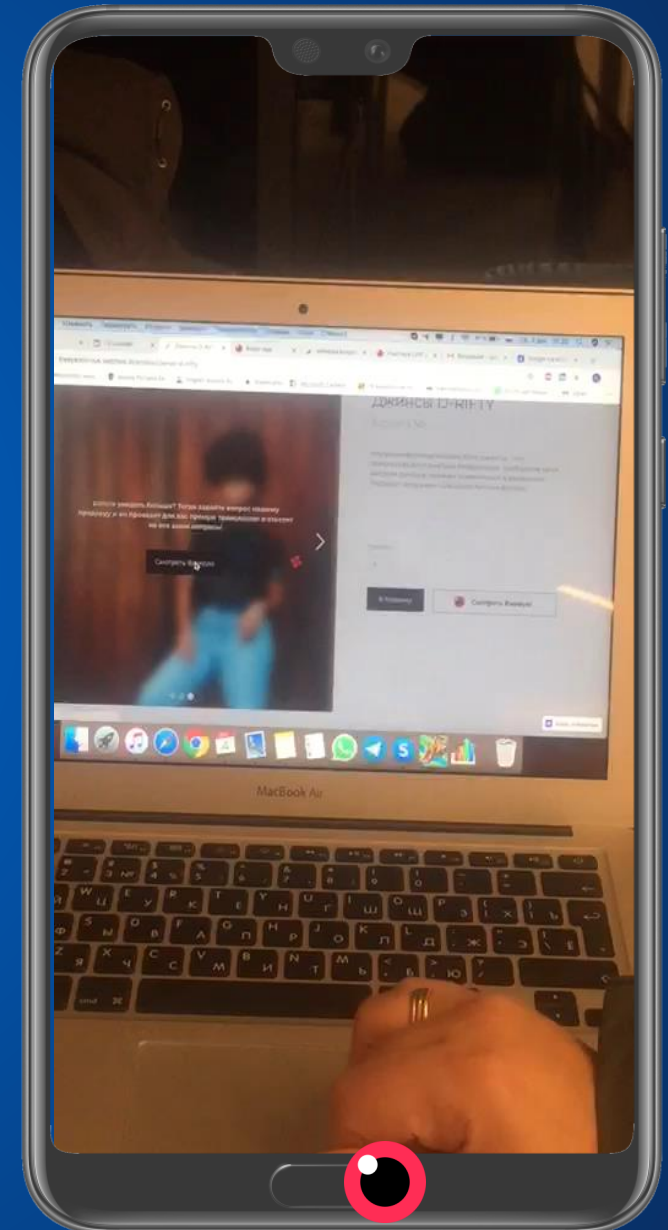
among users who interacted with Eyezon vs. don't

↑ 33%

Engagement with products

among users who interacted with Eyezon

Source: Yandex Metrica Apr – Jul 2020

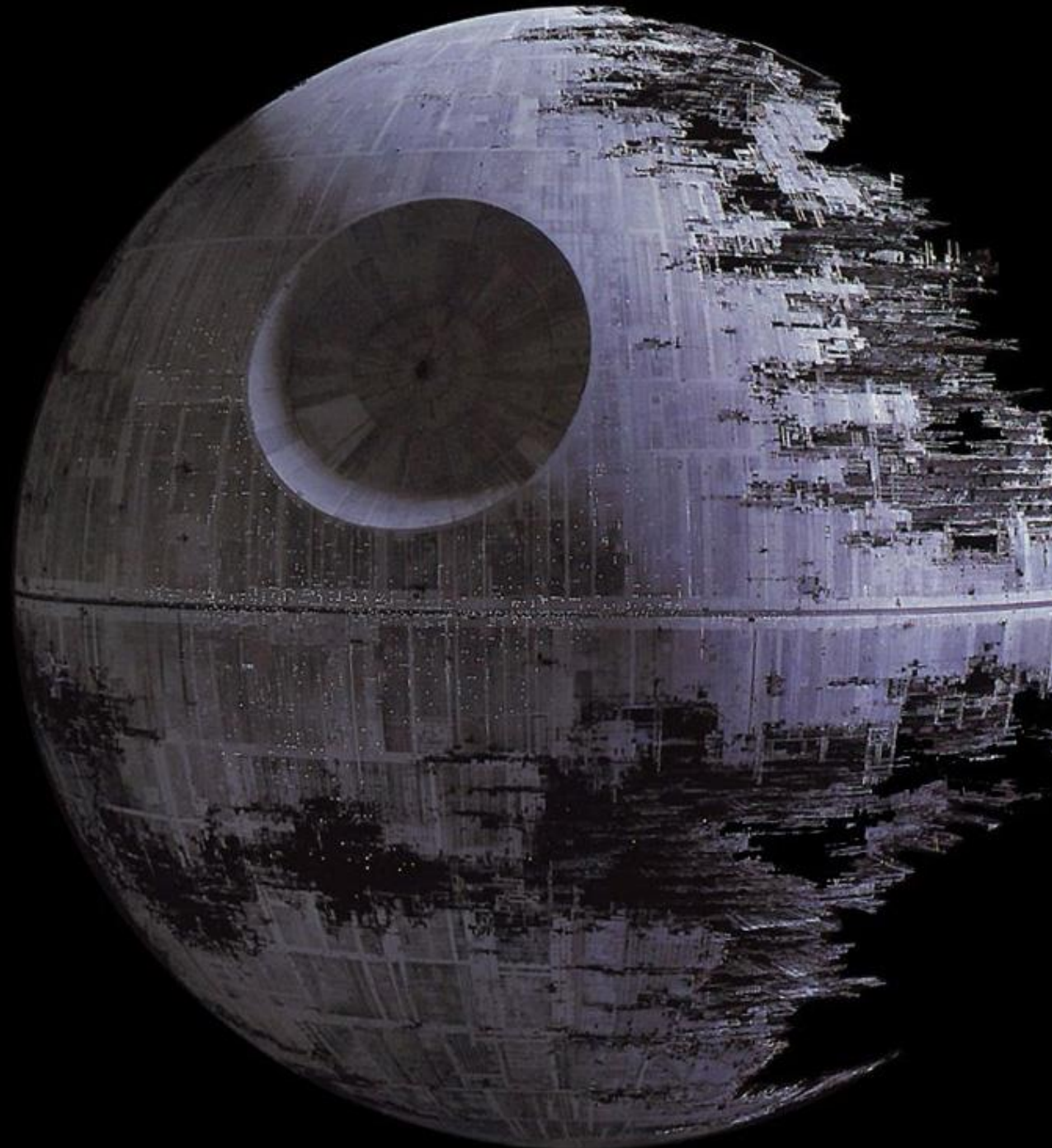


2.

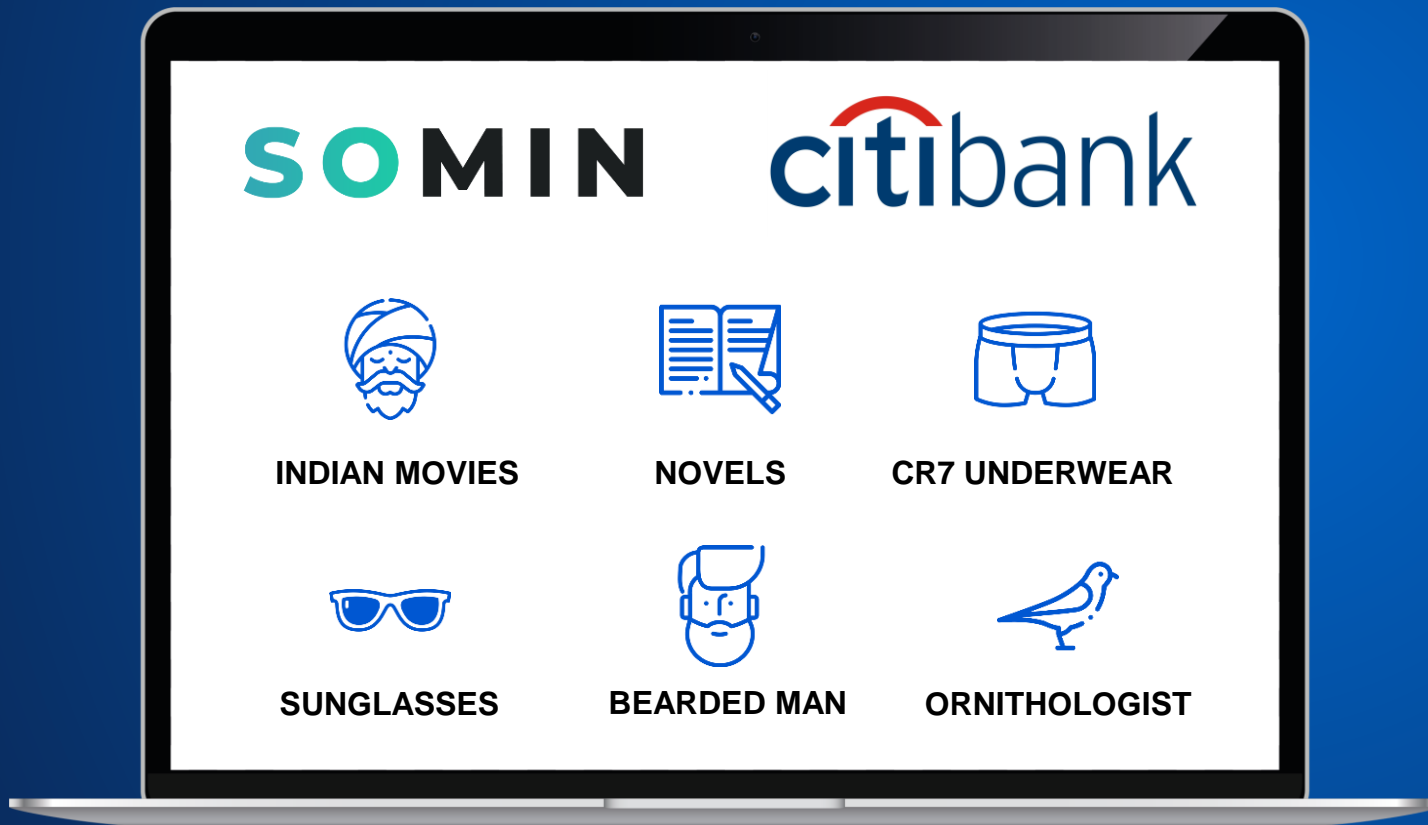
SMALL CHANGE BIG DIFFERENCE

FORGET ABOUT BUILDING
DEATH STARS

FOCUS ON **PLUG'N'PLAY**
SOLUTIONS



AI-MANAGED SMART LONG-TAIL TARGETING TO AVOID BIDDING WARS



- 43% CPL

+ 53% CR

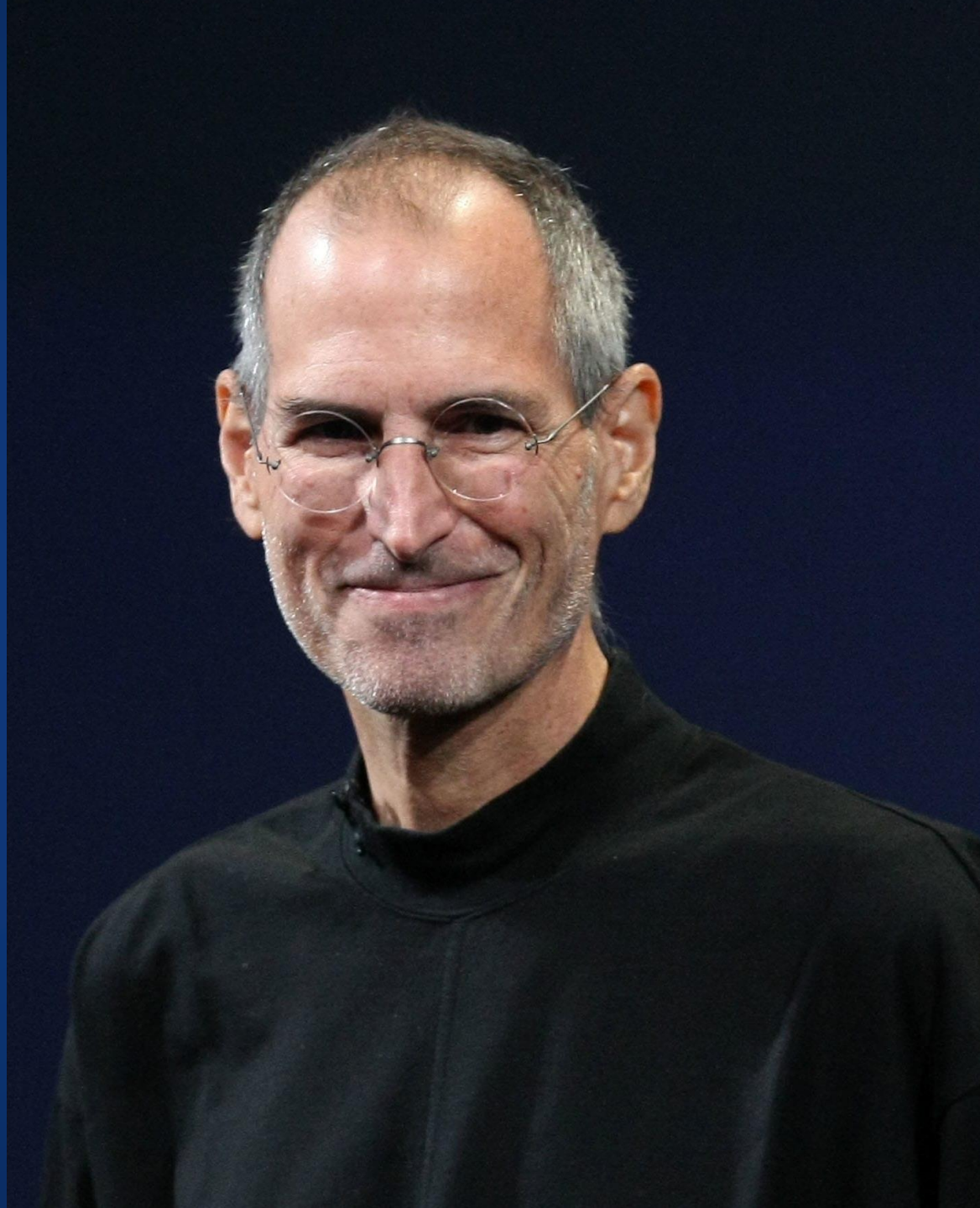
+100% Leads

3.

FROM HYPOTHESIS TO IMPACT

“I think if you do something and it turns out pretty good, then you should go do something else wonderful, not dwell on it for too long.”

Steve Jobs



OBJECTIVE

EXPAND BRAND
PERCEPTION





MECHANICS



Go through questionnaire



Take & upload a photo of skin irritation



Get test results

RECOMMENDATIONS

On the next steps, product information, articles from experts

CHECKDERM BY FENISTIL



↑ 10%

Perception of Fenistil's multi-usage

Among broad target audience during the season

↑ 3.5m

Business growth

Incremental sales impact during first 7 weeks

4.

CONSUMER AT THE HEART

ENHANCED AND PERSONALIZED
CONSUMER EXPERIENCE



FELIX CASHBACK: PERSO PROMO AS NEW SOURCE OF SALES GROWTH

EKATERINA **KOSARENKO**

BRAND MANAGER
NESTLE PURINA

ELENA **FOMINA**

STRATEGY DIRECTOR
MINDSHARE CONTENT+



Ваш питомец – наше вдохновение.

MINDSHARE





51%

**promo sales
share in FMCG**

42%

**of product range
always on promo**

Commerce digitalization
& Data enables

**NEW APPROACH
TO SALES PROMO**

Solution PERSO PROMO



01

Versatility



02

**Audience
segmentation**



03

**Offers
flexibility**



TECH ENABLER BRAND LINK



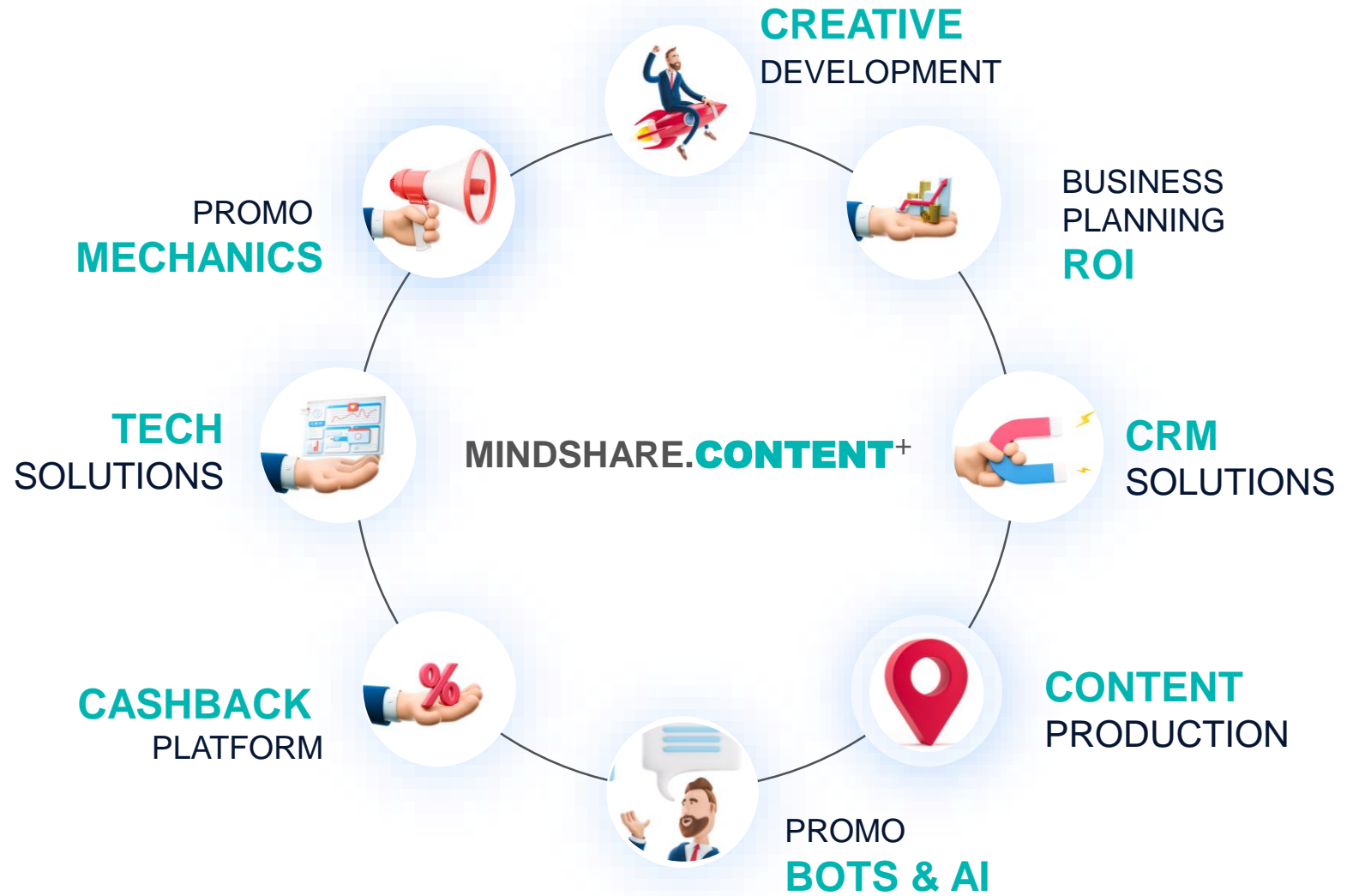
AUTOMATED
on-the-go configuration



Wide controllable
SCALE



ADVANCED DATA
on shopping behavior






OBJECTIVE


**STIMULATE TRIAL
& REPURCHASE**






MECHANICS

- 

Purchase Felix® from 149rub
- 

Scan checks on LP or in one of 9 apps
- 

Get guaranteed cashback and prizes



CUSTOM OFFERS
for light\medium\heavy buyers' cohorts



+31%

receipt value
growth



x3.8

more users
vs target



x7.6

purchase value
per user on owned
platform



3.5

ROI

5.

**EVERYTHING IS
PRACTICE.**

**AND PRACTICE IS
EVERYTHING**

