

TYNY 2020

BUSINESS GROWTH RULES OF EFFECTIVENESS

Alexey Kulakov, Mindshare



group^m

MINDSHARE 

MEDIACOM

Wavemaker

MEDIA DOMINANTS

2009

DIGITAL

+8%

(total market -26%)



2014

PERFORMANCE

+20%

(digital media -2%)



2020

COMMERCE

+44%

(performance media +0.3%)



WITH ITS LOGIC & KPIS

2009

DIGITAL

funnel

contact



2014

PERFORMANCE

sales

contact + conversion



2020

COMMERCE

value per capita

contact + conversion + experience





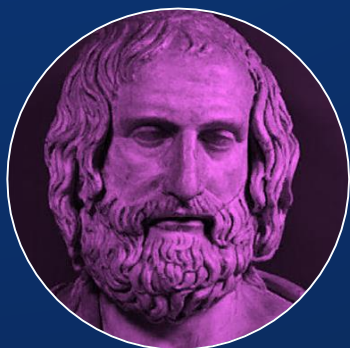
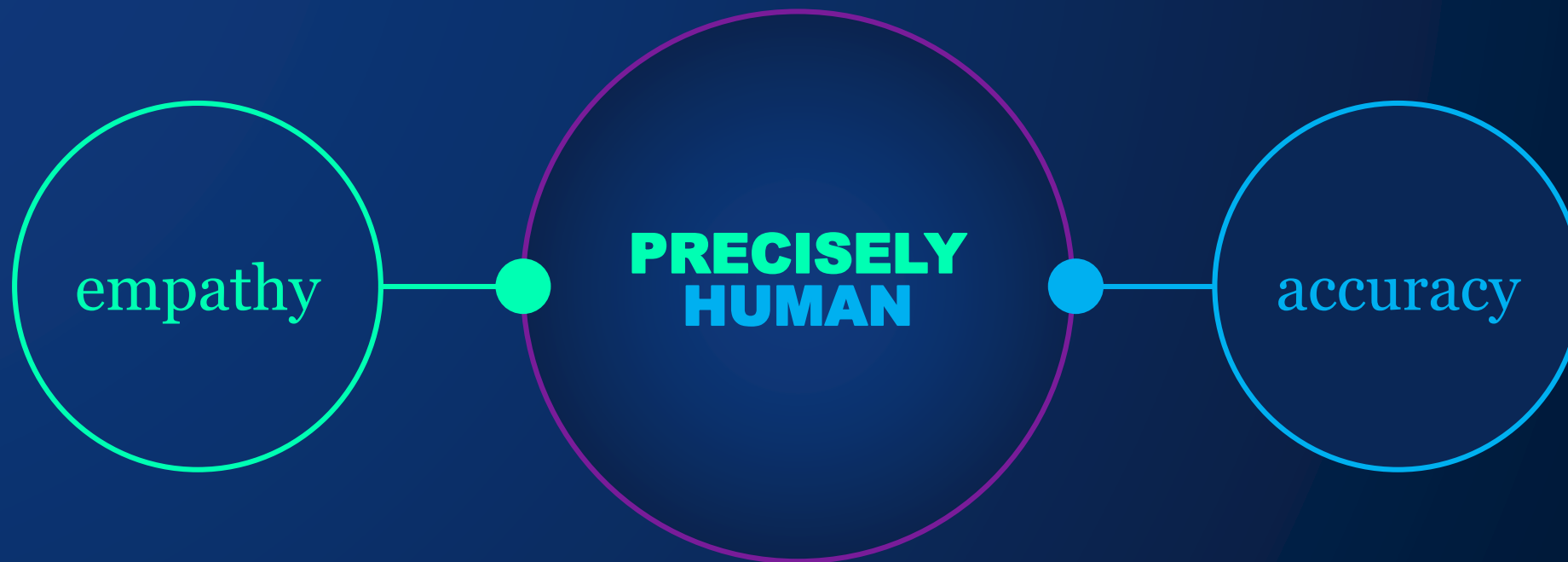
Commercialization is a logic of business organization around a human

PERSONALIZATION
AT EVERY STAGE



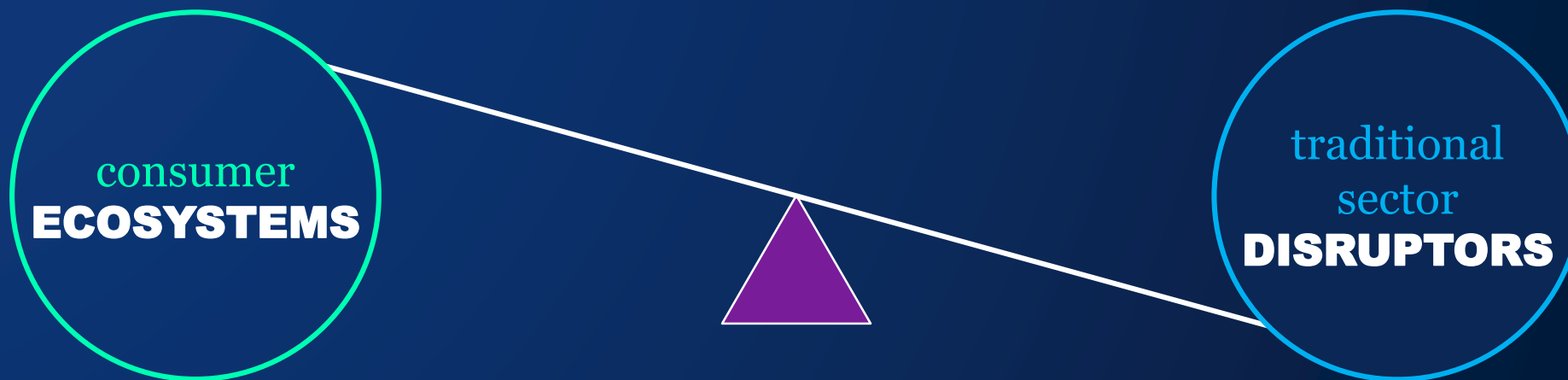
R&D
DISTRIBUTION
PRICE
EXPERIENCE
HR

...



Πάντων χρημάτων μέτρον ἄνθρωπος
Πρωταγόρας, περ. 490 π.Χ. – περ. 420 π.Χ.

HUMAN-CENTRIC BUSINESS



Yandex

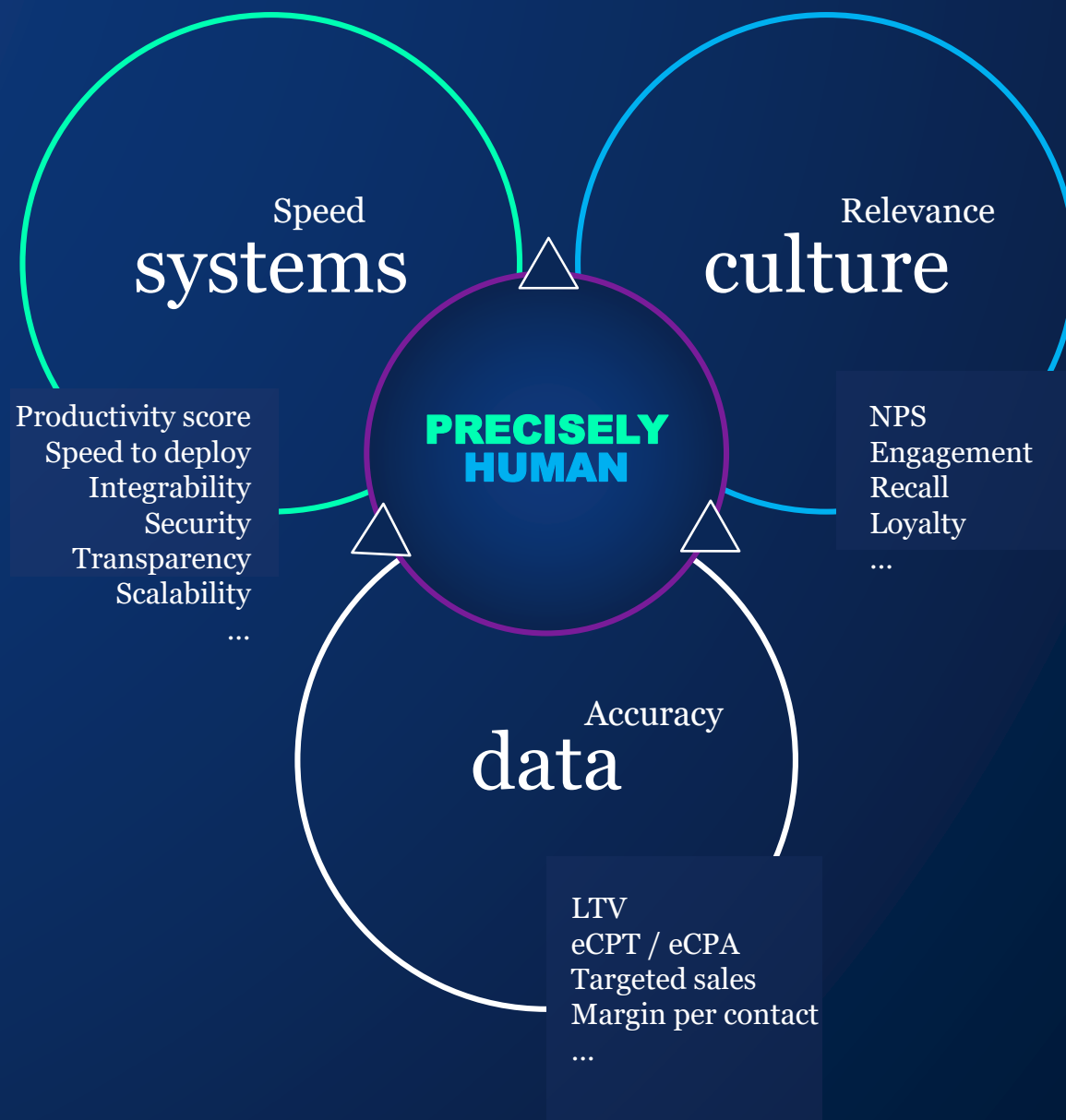
@ mail.ru
group

СБЕР

ДОДО ПИЦЦА

ВкусВилл

INFRASTRUCTURE FOR GROWTH



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