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# Marketing Intelligence Agency

powered by

# Salesforce

REGISTERED



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PARTNER



## We assist our clients in their digital transformation process



Finance & Insurance clients



Healthcare & Pharma clients



Consumer Products clients



HR/Recruitment clients

**Your company already has the best technology.**

**Now you need to get the best**  
**RESULTS**

Marketing departments face the challenge of knowing how to utilize data, and many companies choose **Salesforce** as a technology suite to confront this challenge. However, on many occasions the process of digital transformation of commercial teams fails to achieve the desired objectives.

**Our purpose is to help you overcome the challenges of combining technology and marketing in order to generate business results.**

We are specialists in tackling projects in the following scenarios:

- ▶▶▶▶▶ **MARKETING DIRECTORS** who must implement new digital strategies to achieve their goals.
- ▶▶▶▶▶ **MARKETING TEAMS** that lead digital transformation projects and want to unify the professional services of IT Consulting and Digital Marketing Strategy in a single partner.
- ▶▶▶▶▶ **MULTINATIONALS** that have implemented Salesforce globally and require local sales and marketing departments to start operating their campaigns with the new technology.
- ▶▶▶▶▶ **BUSINESSES** that have implemented Salesforce but do not have the capacity to operate Sales & Marketing Cloud.
- ▶▶▶▶▶ **COMPANIES** that need to evolve Salesforce projects towards a digital maturity that allows them to work on advanced digital strategies.

# Marketing Intelligence Agency

**ShowerThinking** was founded in 2006 with the ambition of helping marketing teams lead their companies' digital transformation. Business intelligence is related to knowledge about the customer and nowadays this knowledge resides in marketing capabilities.

**This is why CMOs must be the drivers of change towards an improved customer experience.**

## What does Marketing Intelligence bring to your business?



### **CONVERSION:** Data allows for customization and customization improves conversion

In increasingly competitive markets, customization is one of the keys to improving conversion rates, and today this can only be achieved by working to improve customer data management. This requires a strong commitment to achieving a "golden record" on which to develop 1-to-1 marketing strategies and predictive marketing.

### **COMMERCIAL EXPANSION:** Expand the reach of sales efforts without increasing commercial resources

Intelligent process automation allows the scope of the relationship to be expanded through digital channels and it also allows companies to test business strategies on new niches that otherwise, they would not have the capacity to impact. Additionally, it allows for the development of new techniques and commercial relationships using the company's database.



### **KNOWLEDGE OF CUSTOMERS:** Predict customers' behaviors and needs

We not only help you better interpret the data, we make the most advanced technology and strategies on the market available to you so you can know more about your customers. At **ShowerThinking** we believe that each touchpoint that occurs with a user is an opportunity to improve business intelligence.

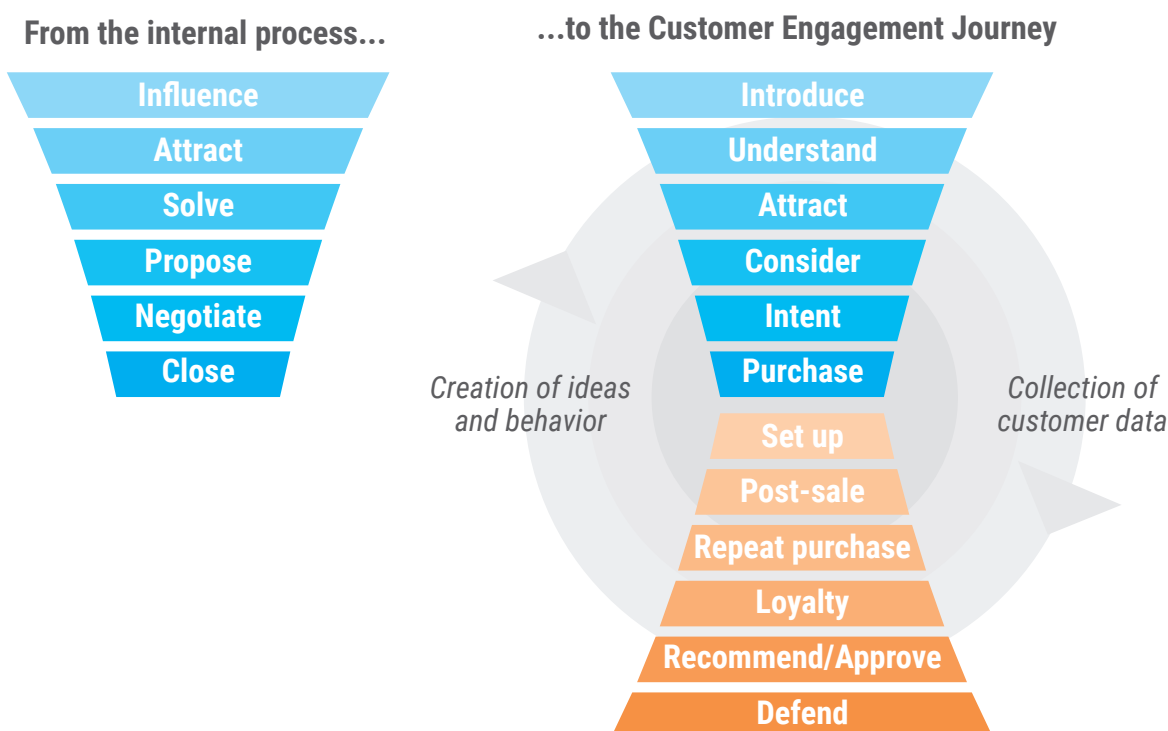
## Customer experience: adding value for your customers

Up to 86% of shoppers would pay more if they had a better customer experience, but only 1% believe that their retailer meets their expectations. Customer insights and personalization are becoming increasingly critical to companies in the current environment.

**The profitability of a Marketing Intelligence project can be measured on two large KPIs:**

### 1. CUSTOMER LIFETIME VALUE (CLV)

Marketing teams have been forced to evolve from the traditional funnel to an hourglass funnel. Today's technology allows us to work better than ever on **Customer Lifecycle Management**. Through data and strategies that increase brand loyalty, companies are able to offer a customer experience that truly differentiates them from their competitors.



### 2. CUSTOMER ACQUISITION COSTS (CAC)

Data is synonymous with optimization. Personalization must be tailored to all points of contact established with a customer in order to reduce friction and improve the perceived experience. Furthermore, knowledge of your customers is essential to providing added value.



# Betting on Salesforce

**Salesforce** technology offers you a complete integration of the buyer's life cycle. It has revolutionized the business world by incorporating every feature that a company requires to interact with its users.

**Salesforce has turned CRM into the customer's data lake. At ShowerThinking, we specialize in developing comprehensive projects on the different Salesforce clouds.**



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## SALES CLOUD AND PARDOT

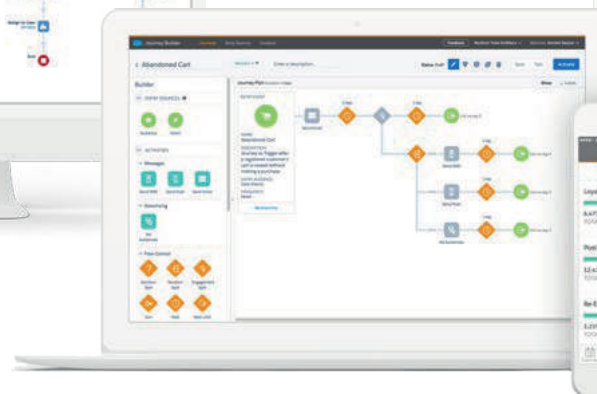
We put our experience in lead generation, lead management, email marketing and sales alignment at your disposal.

## MARKETING CLOUD

We are a 1-to-1 agency: we communicate the perfect message, at the right time and through the correct channel.

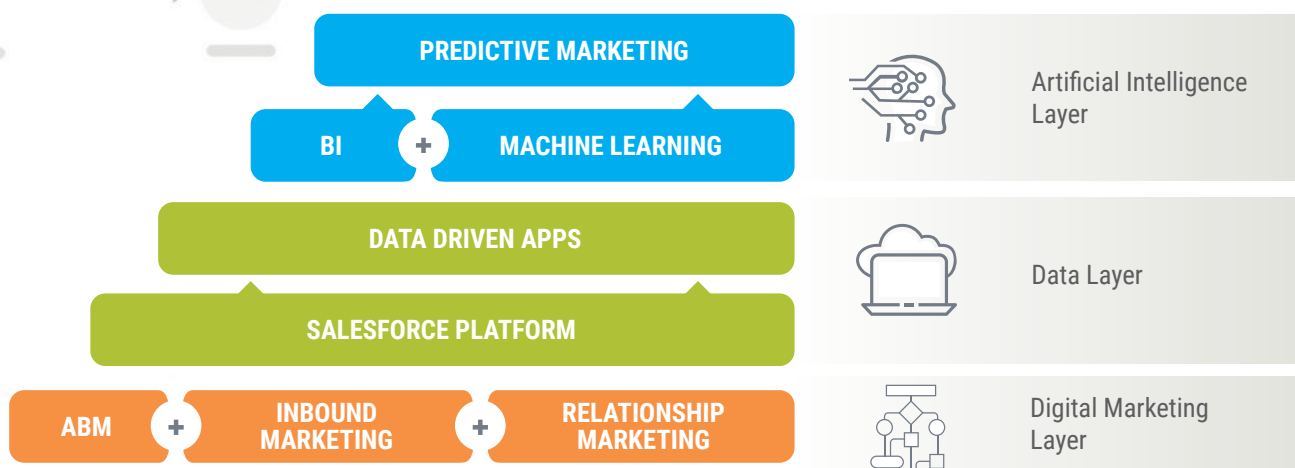
## COMMUNITY CLOUD

We help you generate digital experiences within your organization, for your clients, employees and partners.



## Salesforce Partner Agency and Consultants

We are a Digital Marketing agency that is officially certified as a **Salesforce Partner**. At **ShowerThinking** we are convinced that the driver of digital transformation within companies is the marketing department which is why we always focus our projects on this area. We have developed our own methodology called **ShowerThinking Layer Model**, based on our more than 10 years of digital experience and our expertise in **Salesforce**, on which we apply the power of BI + AI.



### ANALYTICS CLOUD

Our clients' dashboards are our obsession.

### APPS

We pride ourselves on the applications we have developed on the Salesforce Platform.

### INTEGRATION CLOUD

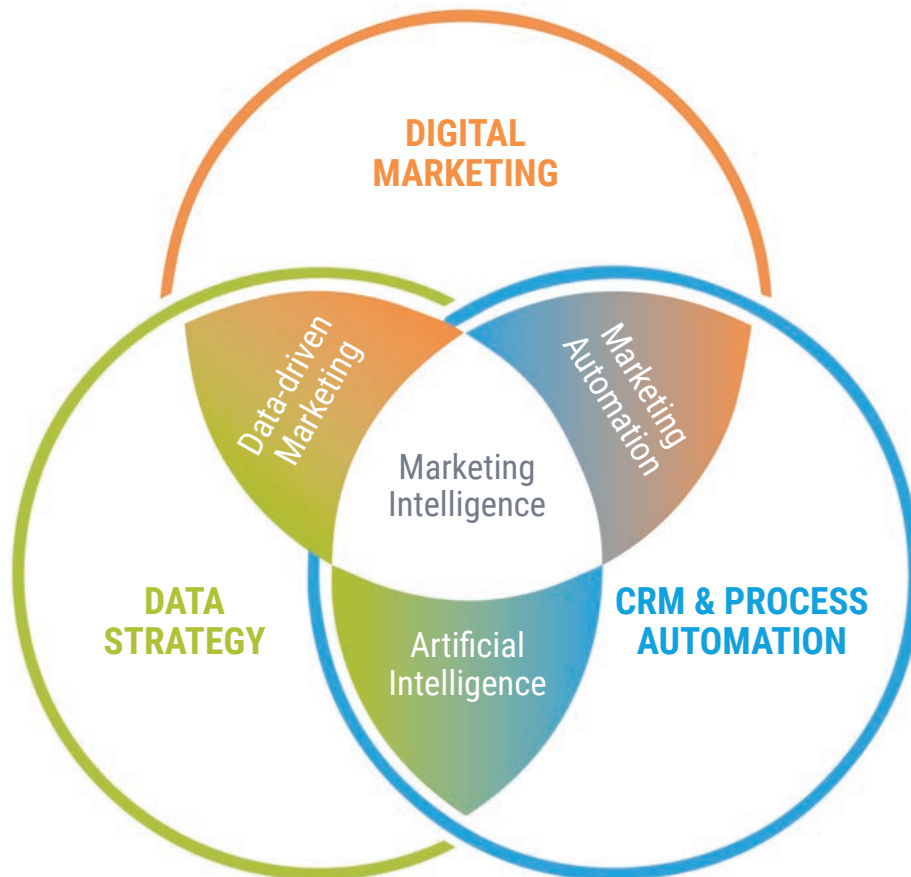
The acquisition of MuleSoft was a game changer.



# What can ShowerThinking do for you?

**We offer a comprehensive marketing service with CRM solutions for the generation of digital business.** At ShowerThinking we believe that one of a company's most important assets is the knowledge acquired through its commercial activities. That is why we have experts who are in charge of evaluating our clients' data, processes and technology in order to improve the **acquisition and generation of business.**

Our value proposition is not only based on implementation, but on guiding and accompanying you towards success. **We cover both the strategic side of consulting and training as well as digital marketing, analytics, and digital sales services for B2B and B2C companies.** This is a model that allows an integral vision of marketing through transversal services focused on generating sales and managing your relationship with your customers.



**Digital Marketing, Data Strategy and CRM & Process Automation** are the basis of the Marketing Intelligence service we offer at **ShowerThinking**. Each one will help you grow in a different way. To get results, nowadays it is essential to build a solid data strategy on which to implement an omnichannel technology that will help us optimize our investment in Digital Marketing. Imagine the results you will obtain with these three aspects integrated in the same strategy.



# 1 DIGITAL MARKETING

At **ShowerThinking** we are committed to new ways of generating engagement with and providing value to our audiences. We consider it essential to develop a profound relationship with users and analyze the data obtained in these conversations.

In order to do this, we study the value that the brand can offer and the potential connection points with the user. The strategies we propose are based on audience analysis and the design of a specific customer-centric content plan for each stage of the purchasing cycle. We implement nurturing to achieve the sale as a consequence, not as a goal.

We optimize the attraction and digital conversion processes of your business. We develop relational plans and loyalty strategies with clients that are focused on results. We also offer an integral layer of marketing services such as organic positioning services, paid media, web design, and more.

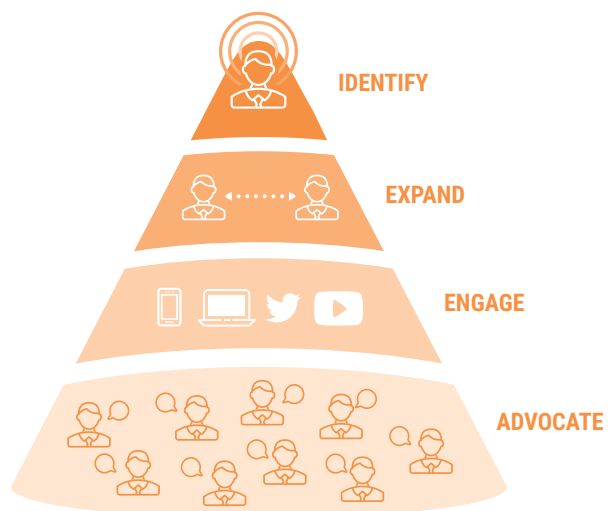
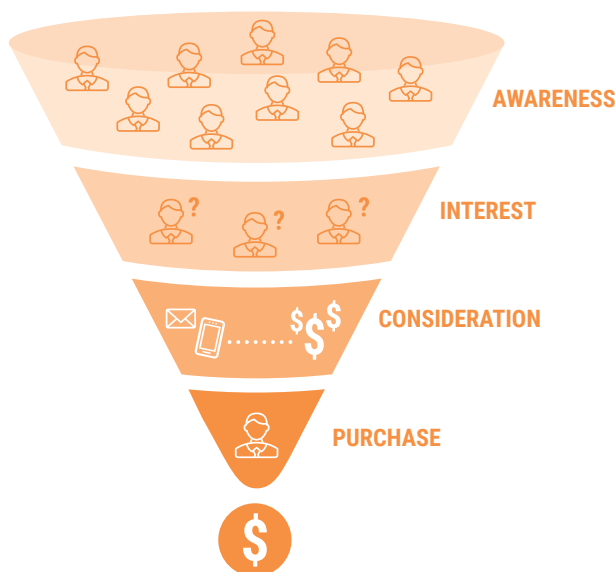
## The Digital Marketing services we offer are:

### Strategic Marketing Consulting

#### Digital strategy consulting and Inbound Marketing:

We improve the attraction and digital conversion processes of your company, generating value in each of the stages of the buyer persona journey and offering a comprehensive experience to all users who interact with your brand. We help you identify new audiences and business opportunities.

We also implement the **Account Based Marketing (ABM) methodology** based on aligning the marketing and sales departments of B2B companies to generate actions in a personalized way, in turn allowing for an increase in the efficiency and alignment of objectives between departments and improvement of ROI and customer experience optimization.



## CRM Marketing LOYALTY

**Journeys and campaigns** based on personalized communications, segmented "one to one" for all **customers**.

**Cross & up selling.**  
Work on improving the account quota or customer life value.

**Customer lifetime cycle.**  
Onboarding, offboarding and communications processes segmented according to the customer's lifecycle.



**Renewals.** Renewal process for products and services with an expiration date.

**MGM.** Referral campaigns for friends or family.

## CRM Marketing REACTIVATION

**Campaigns** based on personalized communications, segmented "one to one" for all **leads and missed opportunities**.

**We miss you.**  
Leads on which no activity has been recorded in a long period of time.

**Remarketing.**  
Reactivation of lost business opportunities.



**Abandoned cart.**  
Recovery of prospects who abandoned the purchase process in an e-Commerce.

**Promotions.**  
Discounts, promotions, and gift campaigns.

## CRM Marketing RELATIONAL

**Relational plans** based on personalized communications, segmented "one to one" for all **clients**.

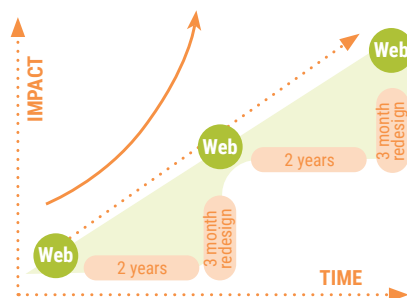
**Events.**  
Promotion of events and digitization of processes.

**Special dates.**  
Birthdays, anniversaries, etc.



**Newsletters.**  
Periodic communication focused on transmitting information, news, or interesting facts about the brand.

# Comprehensive Marketing Services



**Web Design.** Web design and development using the Growth Driven Design methodology.

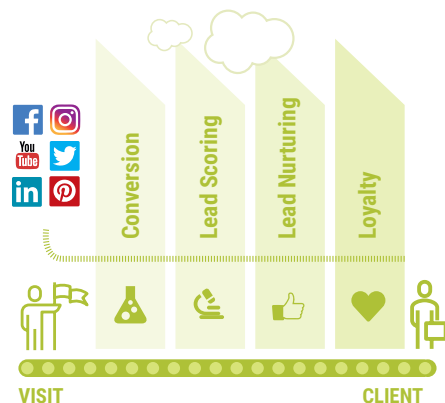
**CRO / UX.** We optimize website performance in relation to your conversion rate.

**Organic Search Positioning (SEO).**  
We improve Google positioning of web pages.

**Paid Media Campaigns.** We design and implement advertising campaigns focused on generating results.

**Content Marketing.** We develop customer centric content plans for each purchase cycle.

**Video Marketing.** We produce and optimize material focused on broadcast channels.



**Marketing Automation.** We create effective email marketing campaigns based on customer segmentation and related behaviors. We implement automated nurturing and relationship programs with prospects and clients. We establish grading and scoring criteria that help you qualify leads.

In short, we help you operate marketing automation tools to get the most out of your lead generation, lead management and customer loyalty strategies.

**Social Media Management.** Content strategy for social networks, creating audiences, strategies with influencers, social listening and carrying out advertising campaigns with Social Ads.

**Social Selling.** Without a doubt, the star service of ShowerThinking: it combines actions of brand ambassadors, LinkedIn automation and content strategies to identify and create relationships with potential customers with the sale in mind.

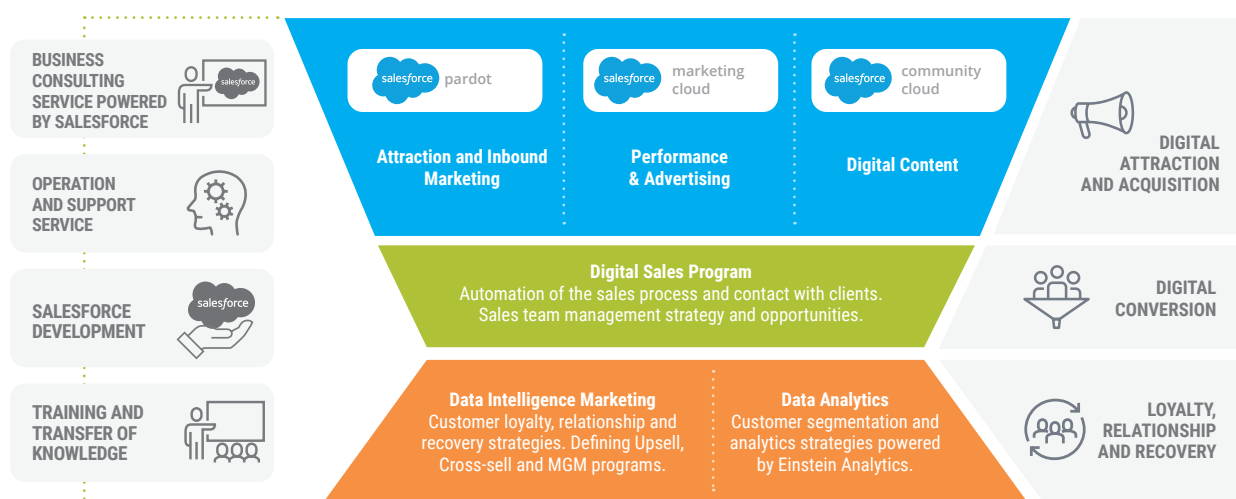
# CRM & PROCESS AUTOMATION

Having the best technology like **Salesforce** is not the end solution, but a means to generate business.

We are committed to **Salesforce** as a technology suite, a leading platform for data capture, processing and automation.

Many companies have already taken this step forward, acquiring the best technology, but they need professionals who know how to work on this type of platform and have a different way of approaching marketing strategies.

We offer an end-to-end service that includes digital marketing, business consulting, technology implementation and data science. We have extensive experience in consulting and implementation of multi-cloud projects powered by **Salesforce** as well as a team of highly qualified and certified professionals. We are supporters of the declarative platform and we only code what is not covered by the platform's capabilities. Our strength lies in adding value to your business and equipping it with business intelligence.



## The CRM and process automation services we offer are:

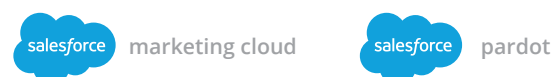
**Marketing, data and technology consulting.** We focus projects on your business objectives and we propose technological solutions that allow you to achieve the best results for your business. Inbound Marketing and CRM are the perfect complements to generating business. We can help you implement a Marketing and Technology strategy focused on generating sales.

**Strategic advisory.** We are experts in accompanying digital business leaders in the **Salesforce** evolutionary process. We have a lot of experience working in complex environments, both at the business structure level and at the sector regulation level.

**Implementation and integration.** We know how to make the most of the productive capacity of the most powerful low code platform on the market. **Salesforce Marketing Cloud** is our favorite but we also enjoy using **Pardot** while also taking into account other platforms such as Einstein Analytics or Community Cloud.

**Digital Sales.** A program focused on optimizing the core of any business: the sales force. The implementation of a platform such as **Salesforce** in a company must provide for a new, more efficient way of doing things. Despite this, in most technological implementations, little investment is made in the transfer of knowledge to the end user.

**Training.** We develop all projects with a focus on change management: We offer training adapted to your business (face-to-face training, video training and tutorials/games).



**Operation and support.** While we love developing applications on Salesforce, we love to take advantage of the potential of the number one digital experience technology suite even more. We help you operate **Marketing Cloud** and **Pardot**, getting the most out of marketing automation and speeding up the execution of your campaigns.

# 3 DATA STRATEGY

**Business Intelligence** and predictive analytics solutions provide a level of reliability and allow you to multiply conversion rates and detect business opportunities. This practice is known as **Data Driven Marketing** and consists of creating a process of extraction, analysis and decision-making based on data.

The use of a **Machine Learning** predictive algorithm is capable of detecting patterns otherwise imperceptible by a human being.

At **ShowerThinking** we develop advanced analytical projects, combining the full potential of BI + AI. We support marketing and sales departments so that they can offer a more personalized and efficient experience to customers through early detection of needs and trends and even the automation of certain actions.

We will help you create a culture of data-driven analysis and decision making.

Tools like **Einstein Analytics** help us to launch projects in an agile way.

Consulting to determine objectives and problems to solve.

Creation of an information extraction and analysis system.

Qualification of opportunities and definition of sales objectives.

Determine next actions from data analysis



## The DATA STRATEGY services we offer are:

**Data audit.** We develop data integrity analysis and data cleaning projects for Marketing projects.

**Consulting and data strategy.** Every data-driven process requires the development of a data management strategy that encompasses the company's data sources.

**Web Analytics.** We develop advanced projects using Google Analytics, from integration with CRM to the generation of dashboards on Google Analytics or Google Data Studio.

**Predictive Marketing.** We develop and implement Machine Learning developments for the optimization of Marketing processes. We use different predictive algorithms to improve customer knowledge.

**Implementation of Einstein Analytics.** We analyze the most important questions that business users must answer, and we develop visualization applications integrating different sources using Einstein Analytics.

## KNOW YOUR STARTING POINT TO GET TO KNOW YOUR CUSTOMERS

Experience has led us to propose the development of technological and process audits as a starting point. Technology and processes are the basis of our analysis in addition to the team members and the quality of the data.

After discovery, companies understand their level of digital maturity and the technological gap they face. Most important of all, you obtain enough knowledge to start a new Marketing Intelligence project.



We work on four different levels depending on the complexity and ambition of the business objectives. At your disposal will be a team of first-rate professionals specialized in Marketing, Technology and Analytics that will help you evolve in your digital maturation process.





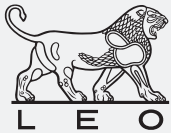
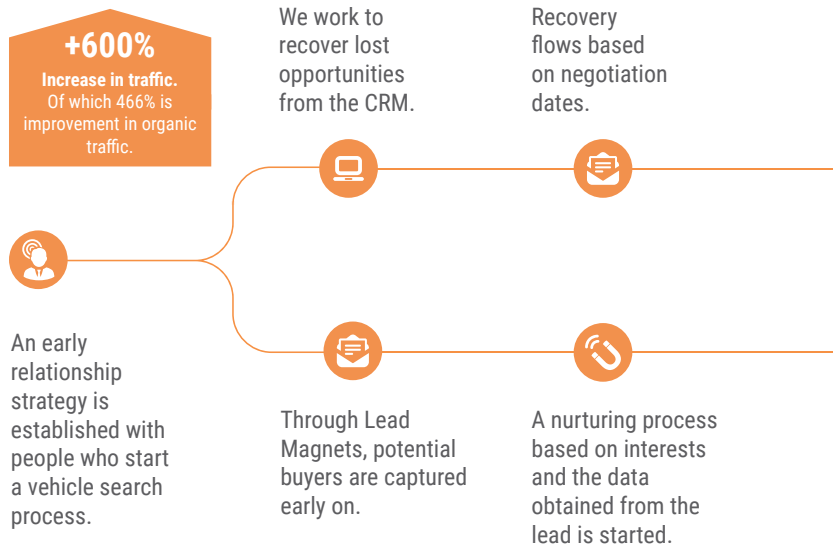
# CASE STUDIES



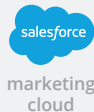
## INBOUND MARKETING



International finance company specializing in vehicle renting and fleet management for companies. The **ShowerThinking** project focuses on improving the recruitment and conversion of SMEs, freelancers and individuals through online sales and telesales.



## RELATIONAL PLAN



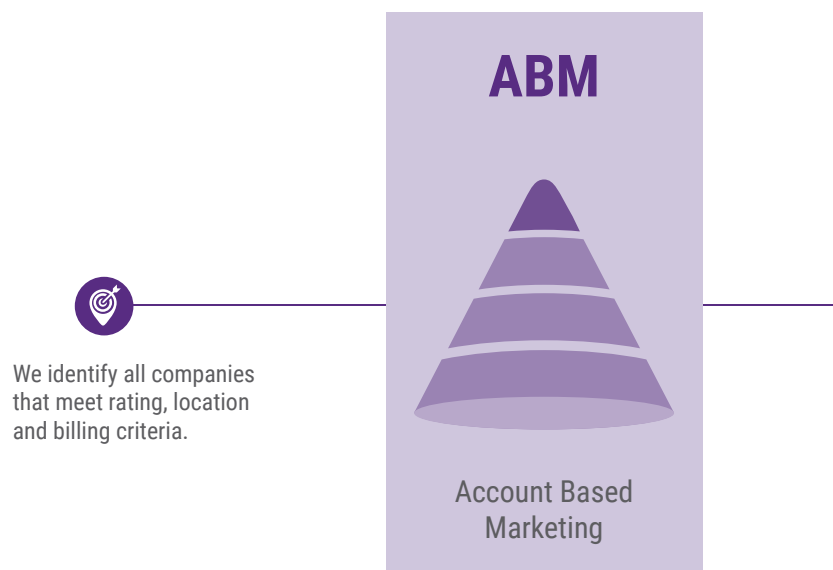
International pharmaceutical company with presence in more than 26 countries specializing in dermatology products. The objective of the project was to develop a global relational plan with medical professionals.



## ABM CROSS CHANNELS



Insurance company specializing in credit and recovery insurance. The distribution of its sales falls almost entirely on the channel of partners and brokers. **ShowerThinking's** challenge is to strengthen this direct channel, the relationship between commercial managers and clients.



## INBOUND MARKETING



Customer journey optimization

Relational program that optimizes all the touchpoints that are involved in a purchase process.

Optimization of telesales touchpoints.

**155%**

New opportunities.

**5%**

Improvement in the conversion-to-sale ratio.



Generating new audiences according to the level of interaction and interest.

**300%**

Improvement in digital interaction with medical professionals.

**End to end**

A complete traceability of the process is obtained, from sales representatives' activity to the digital relationships established with medical professionals.



Automating relationship programs using Journey Builder.



Gamification of the process with the aim of improving engagement.



A unique ID is established that allows a 360° view of the physician.



Improving relationships with sales representatives.

**500%**

Improvement in the relationship index with target companies which opens a new channel of person-to-person conversation.

**4x**

Meetings with potential clients.

**Marketing 1 to 1**

The key to success lies in generating 100% personalized experiences with CFOs. A person-to-person communication strategy based on customer knowledge using data was established with the aim of personalizing each point of contact.

**111%**

Increase in direct channel sales in the first half of the year.



We select and target the network of commercial managers through LinkedIn, focusing on the CFOs of the identified companies.



Developing the protocol of a relational plan between commercial managers and CFOs.



Automation of processes and 1-to-1 communications depending on the type of relationship as well as the data.



The KPI of the relational plan focuses on achieving brand and service presentation meetings.



They monitor all touchpoints, from digital interactions to offline actions.

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