

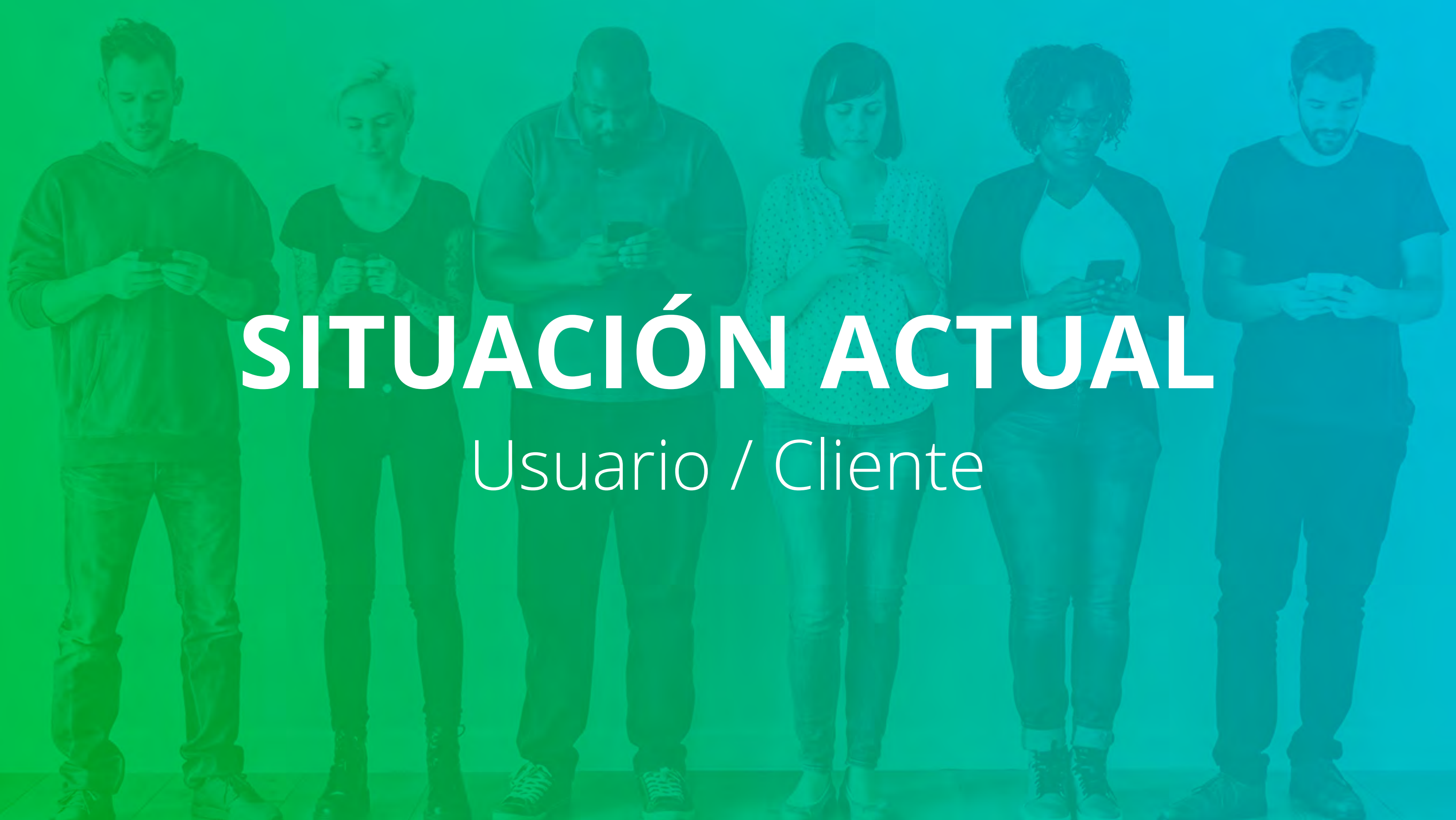


CONSUMIDOR 2.0

Los desafíos de la Transformación
Digital en el Retail

Objetivo

VENDER MÁS CON TRANSFORMACIÓN DIGITAL



SITUACIÓN ACTUAL

Usuario / Cliente



CONSUMIDOR **SMART**

Smartphone / Tablet / Laptop



PROSUMIDOR

Producer + Consumidor



elrubiusOMG ✓
30.060.153 suscriptores



SO

O

NO

CIUDAD C

3:03 64

E

Cambiar
equipado

Legendario | Consumible

ARBUSTO

HAS ELIMINADO A **MaxFredlund**

Kebabitto le ha metido un escopetazo a **tomystick**
Blackuu_ ha matado a **Djukson16** con un fusil de tirador (2 m).
Rubiuh le ha metido un escopetazo a **MaxFredlund**

6 | 5

50 100
+ 100 100







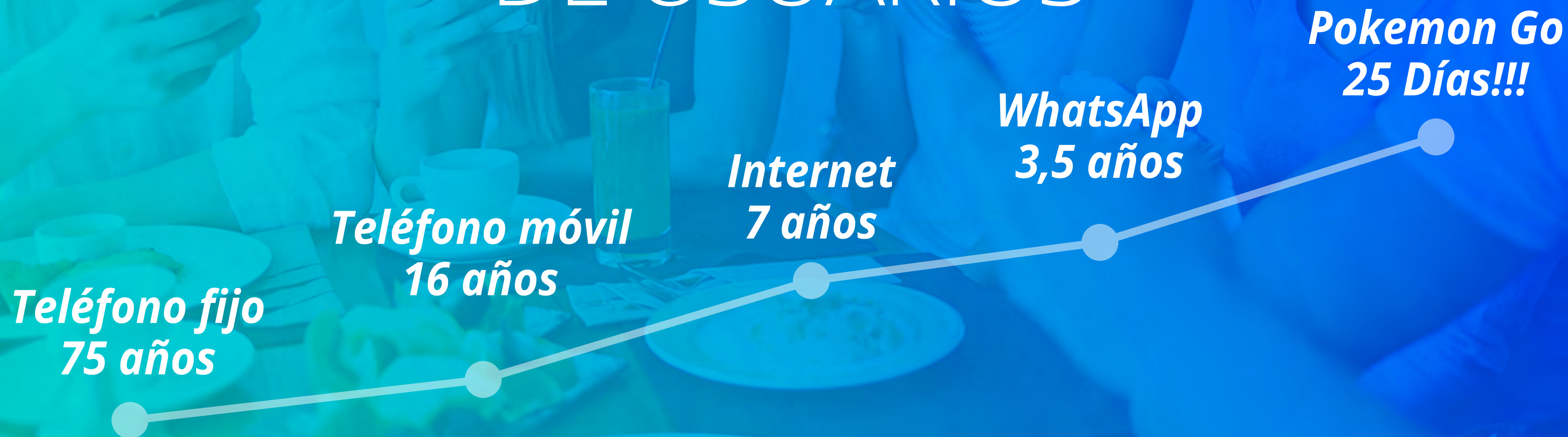


A background image of two women walking through a shopping mall, carrying several shopping bags. The image is overlaid with a semi-transparent purple filter. The woman on the left is wearing a dark blue dress and has long blonde hair. The woman on the right is wearing a white top and a patterned skirt, also with long blonde hair. They are both looking towards the right side of the frame.

OPORTUNIDAD

Datos del mercado

100 MILLONES DE USUARIOS



Solución

TRANSFORMACIÓN

Personal, Procesos, Infraestructura

The background of the slide is an aerial photograph of a city skyline, featuring numerous skyscrapers and dense urban development. The entire image is overlaid with a semi-transparent red and orange gradient, which is darker on the left and fades towards the right. The text is centered in the upper half of the image.

COMPLEMENTO

Competencia, Otras industrias

A background image showing three people (two women and one man) sitting around a table in a meeting. One woman is writing in a notebook, the man is looking at a tablet, and the other woman is smiling. There are coffee cups and papers on the table. The image has a blue gradient overlay.

EQUIPO

Disposición, Cambio de mente, Capacitación



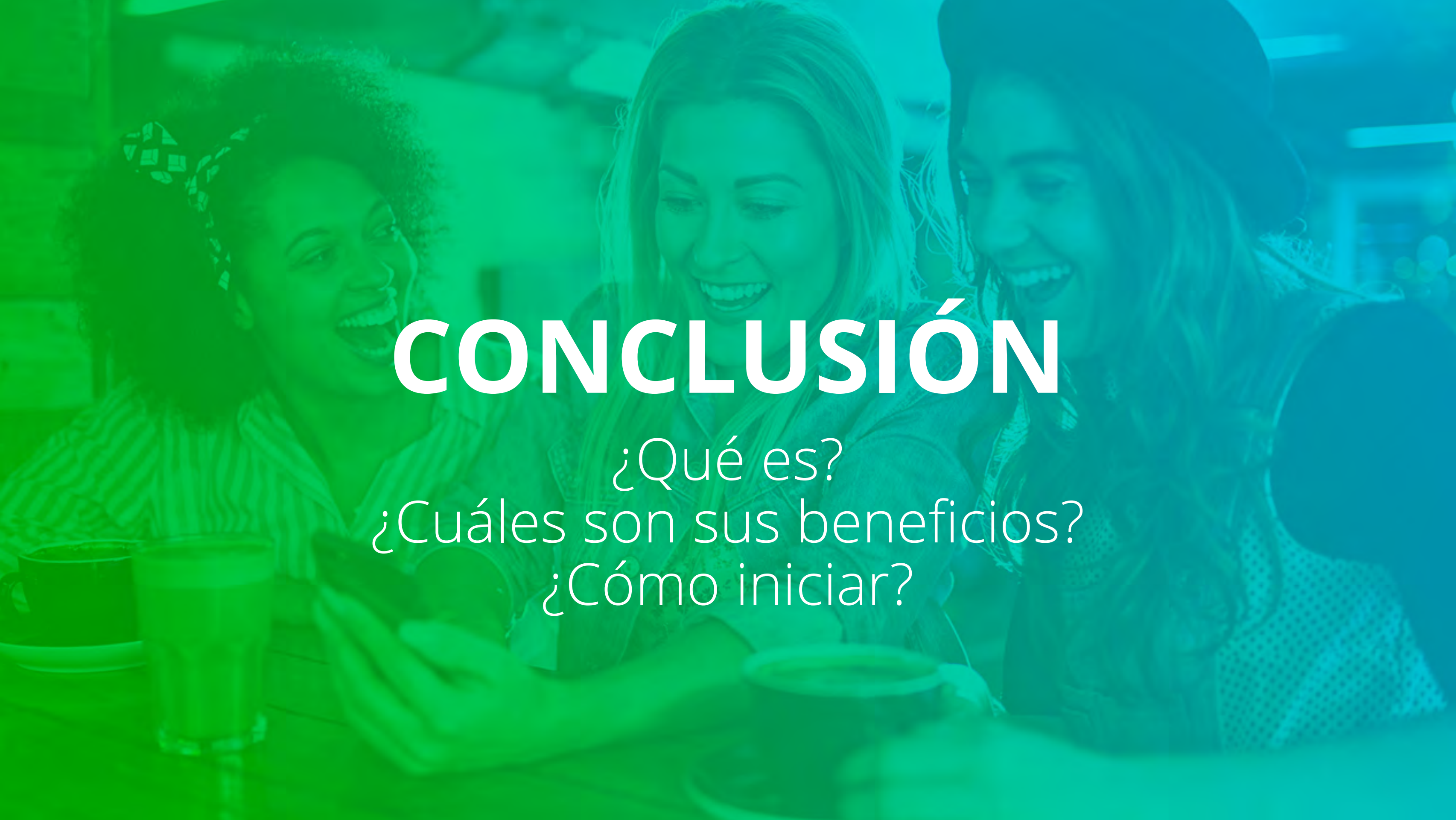
FINANZAS

Inversión, Retorno esperado



RESULTADOS

Rapidez, Nuevas experiencias,
Aumento de ventas

A background image of three young women sitting at a table, smiling and looking at each other. The image is overlaid with a semi-transparent green and blue gradient. The woman on the left has curly hair and is wearing a striped shirt. The woman in the middle has long blonde hair and is wearing a denim jacket. The woman on the right has long blonde hair and is wearing a patterned top.

CONCLUSIÓN

¿Qué es?
¿Cuáles son sus beneficios?
¿Cómo iniciar?

A man in a dark suit and white shirt is shown from the chest up, wearing large black headphones. He is looking down and to the right, speaking into a professional silver microphone. His left hand is visible, holding a tablet or a stack of papers. The background is a plain, light-colored wall. The entire image is covered with a semi-transparent green overlay.

¡ Gracias!

 Abraham Lepe Sacaan