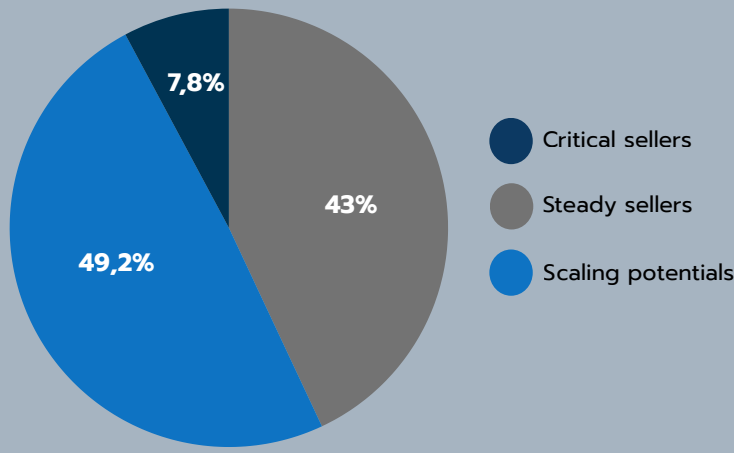


# DATA-DRIVEN RETENTION & GROWTH STRATEGY

## RETENTION THAT PAYS, GROWTH THAT LASTS

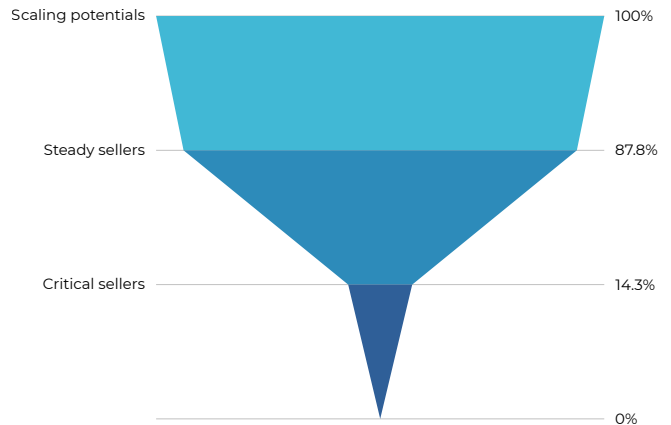
### Customer Segmentation – Data-Driven Archetypes



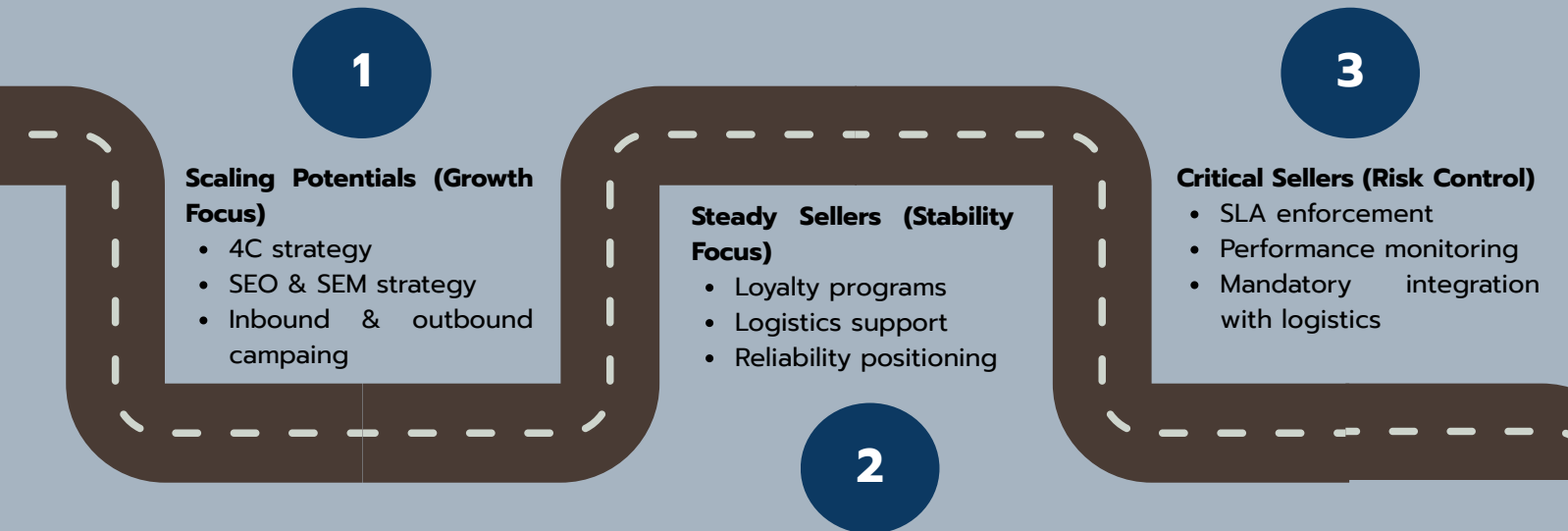
- **Steady Sellers:** Stable sellers with predictable transactions, low cancellations, and strong customer satisfaction. They face tight margins and logistics costs but form the backbone of the ecosystem.
- **Scaling Potentials:** The largest and most dynamic group, with high ticket values and GMV. Strong growth potential when backed by proper logistics and customer management tools.
- **Critical Sellers:** Small in number but high-risk, with long delivery times, high freight costs, and poor reviews. They contribute to GMV but threaten overall reputation.

### Customer Targeting – Winning Segments

We prioritize **Scaling Potentials** as the main growth engine, support **Steady Sellers** to ensure stability, and closely monitor **Critical Sellers** with corrective or deprioritization actions to safeguard performance.



### Roadmap to Successful – Positioning Strategy



## LET'S DEVELOP THE ROADMAP STRATEGY

#### Marketing mix strategy (4C)

- Customer** → Provide tailored onboarding, training, and CRM support to accelerate seller growth.
- Cost** → Offer financial incentives and logistics efficiencies to reduce operational expenses.
- Convenience** → Facilitate easy access to platform tools, fast shipping solutions, and scalable integrations.
- Communication** → Leverage SEO, inbound education, and outbound campaigns to boost visibility and engagement.

Due this study olist could improve its operation rate in:

**↑ 12%**

#### Inbound strategies

- Content Marketing**
- Digital Community**
- Webinars & Workshops**

#### Outbound strategies

- Programmatic Advertising**
- Social Media Outreach**
- B2B Trade Events**

#### Loyalty programs objective

**+15%**

Customer Retention Rate over 12 months

#### Logistic support objective

**-24 h**

Average Delivery Time over 12 months

#### Reliability positioning objective

**4.5★**

Review Rating Average over 12 months

#### SLA enforcement objective

**-20%**

Customer Complaints over 12 months

#### Mandatory logistics integration objective

**>97%**

On-Time delivery over 12 months

#### Performance Monitoring objective

**<5%**

Return Rate over 12 months