

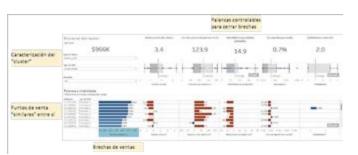
## Data Driven Sales / Hyper Segmentation



"After a successful project in Chile, we expanded Raken's micro-segmentation methodology to Mexico and are planning further roll-outs"

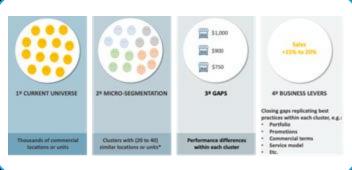
-Commercial Director







Micro Segmentation Approach



## **RESULTS**

15% Sales Increased