



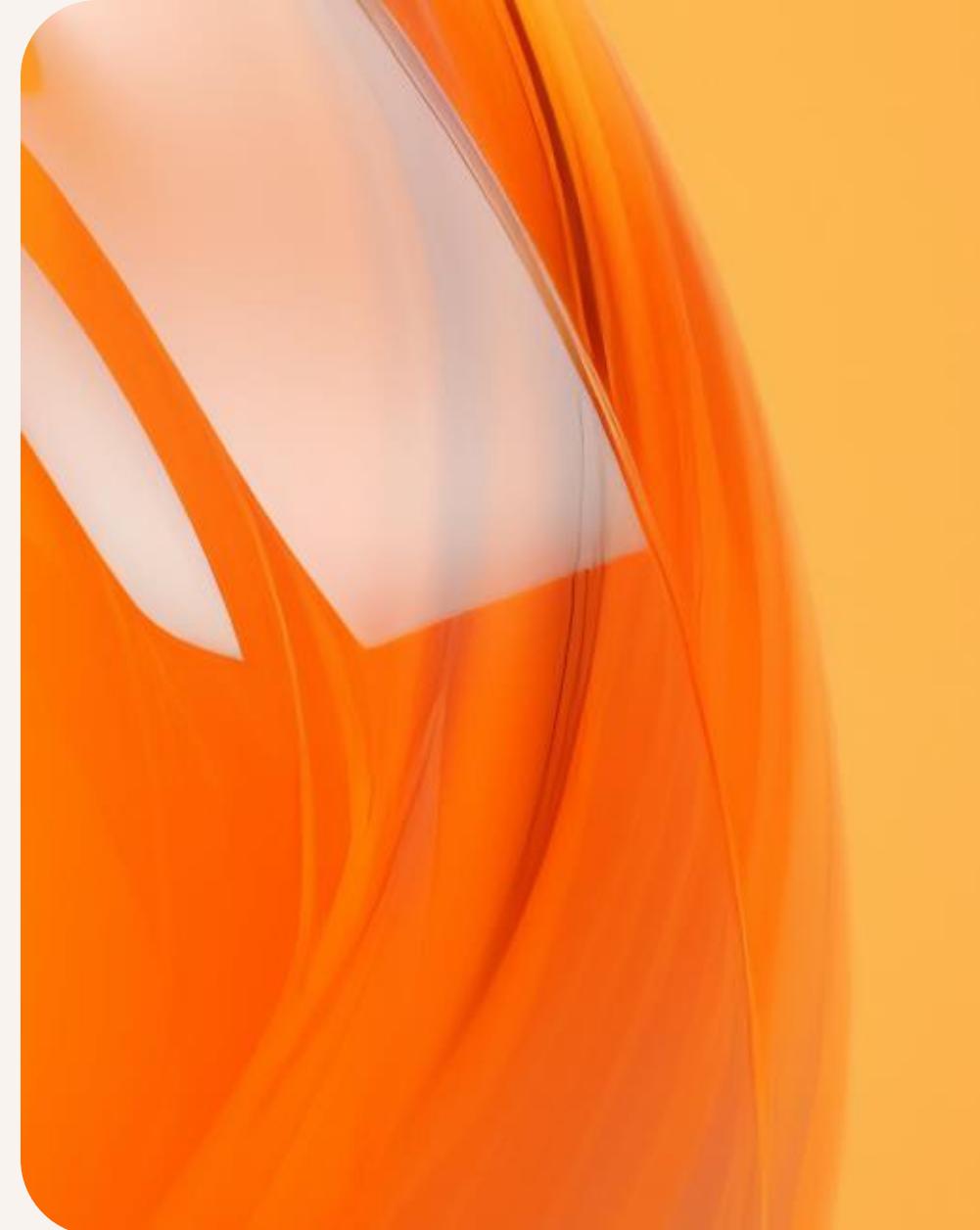
# Marketing Without Selling

## 20 Years of Building Relationships in Public Service Media



# Marketing Without Selling Agenda

- ⌚ A long-term story
- ⌚ From digital beginnings to CRM maturity
- ⌚ How our collaboration with Actito evolved
- ⌚ What changed for users, teams, and the organization
- ⌚ What we are building next



# *Nazaré*

Learning how to ride big waves



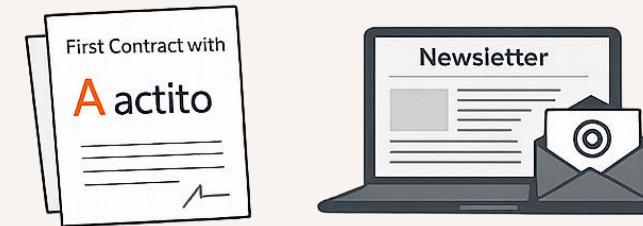


*Data is our wave*

Massive · Powerful · Unpredictable

# 2004 – The Newsletter Era

- One message
- One editorial choice
- One timing
- For everyone



*Inform*



*Promote*



*Reach Everyone*

# The Broadcaster Mindset

- Content-first
- Reach & volume
- One-way communication



# When Broadcasting Was No Longer Enough

- Fragmented audiences
- Limited feedback
- Growing noise



# Knowing the User Changes Everything

- Identity
- First-party data
- Segmentation
- Lifecycle thinking



# From Tools to Trusted Partners

- Actito – ***orchestration & automation***
- Qualifio – interaction & engagement
- 20 years of learning



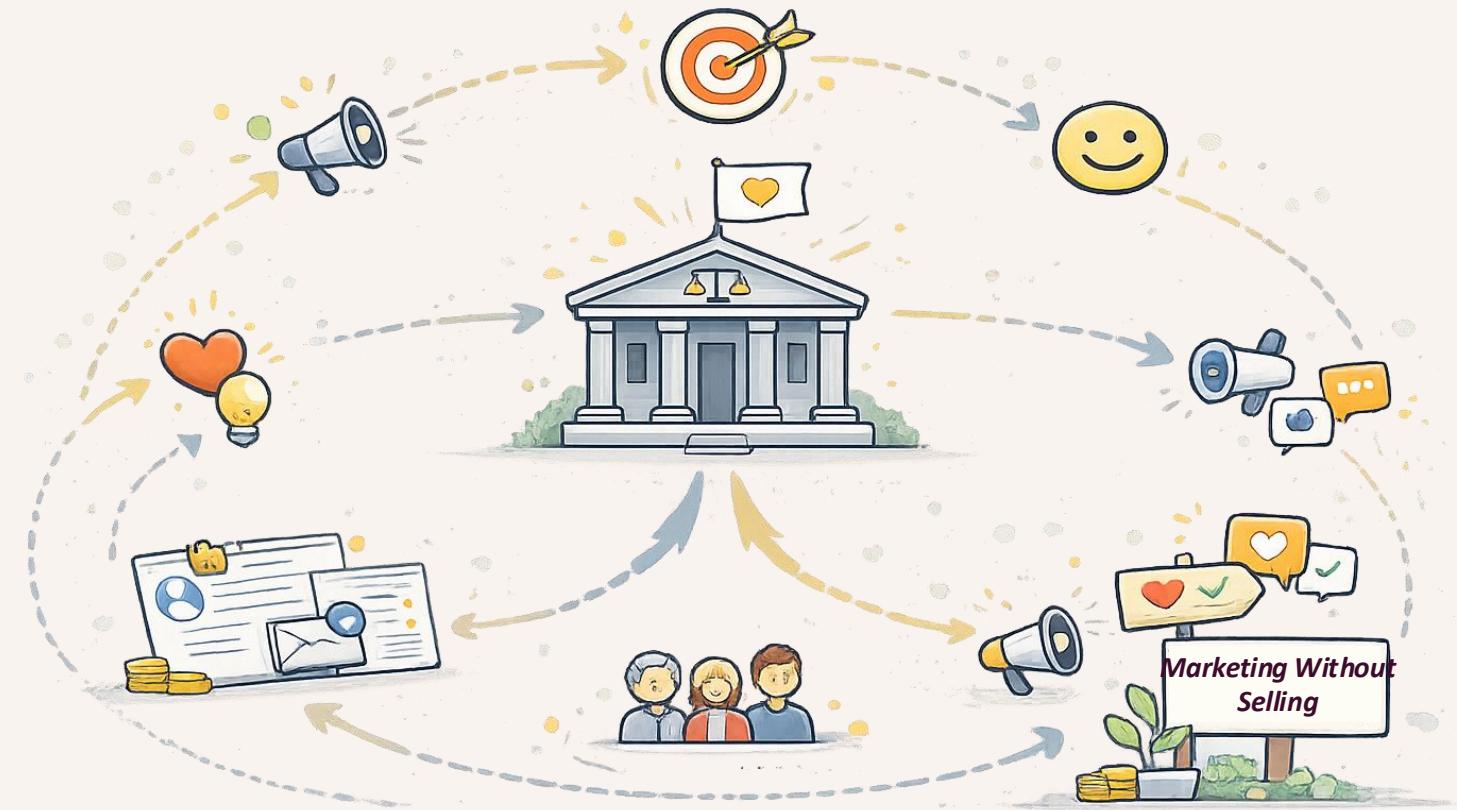
# From Campaigns to Dialogue

- CRM scenarios
- Gamification
- Notifications
- Remarketing (with caution)



# Marketing Without Selling

- No market share to conquer
- Serving all audiences
- Public value first



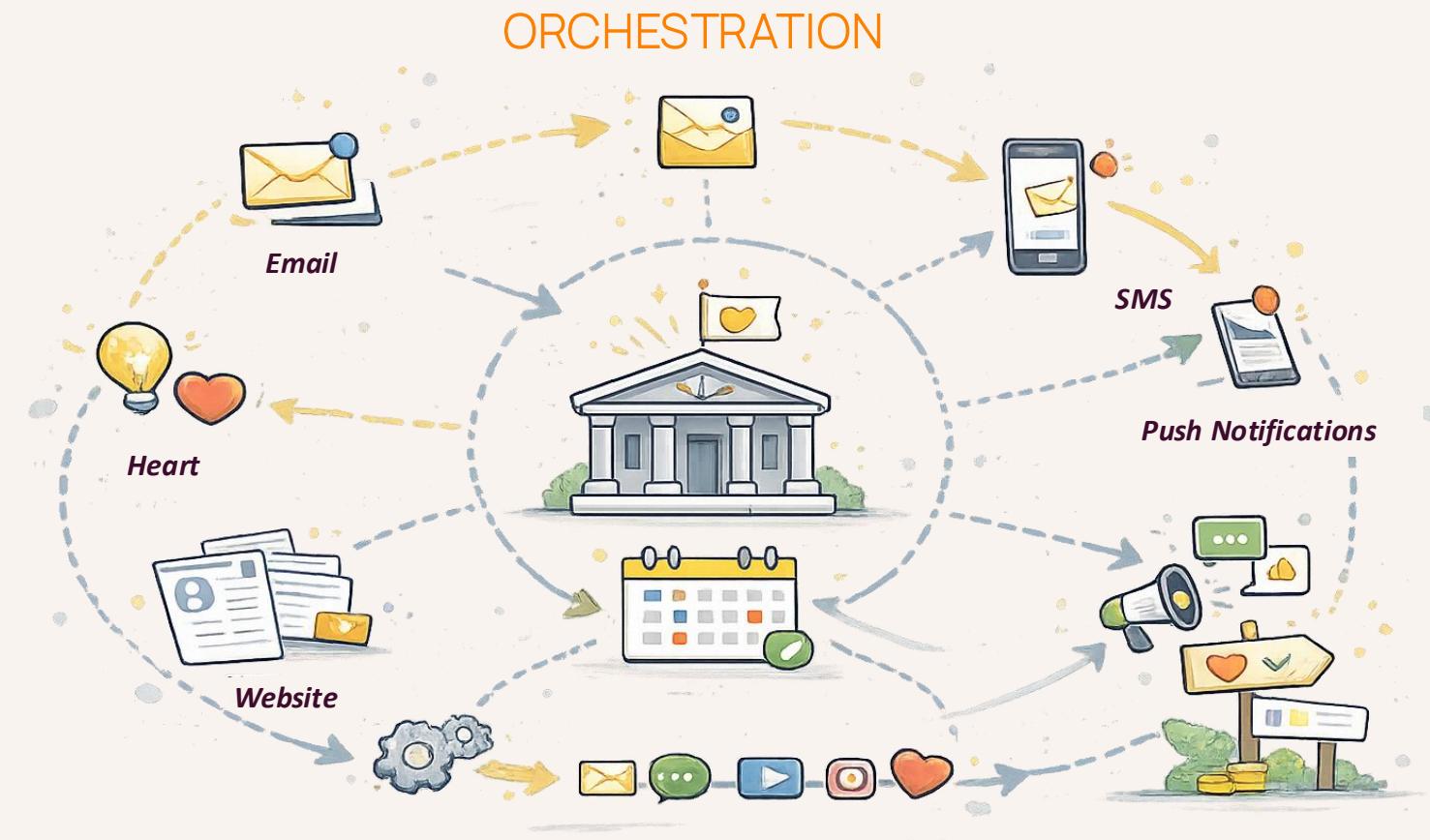
# Personalization Without Filter Bubbles

- Discoverability
- Diversity of content
- Opening horizons



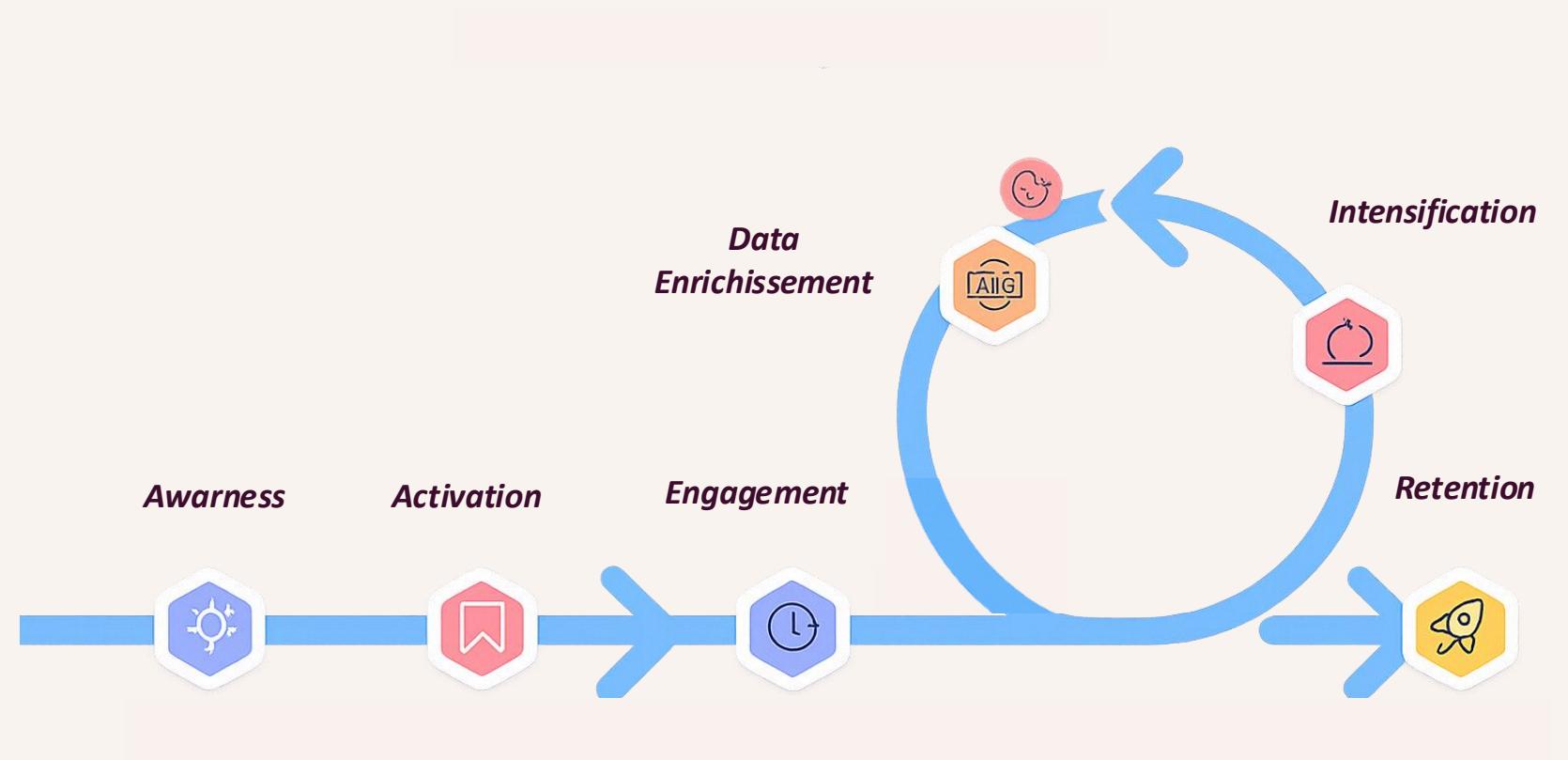
# From Automation to Orchestration

- Lifecycle-based journeys
- Cross-channel balance
- Human-led systems



# Customer Lifecycle Funnel

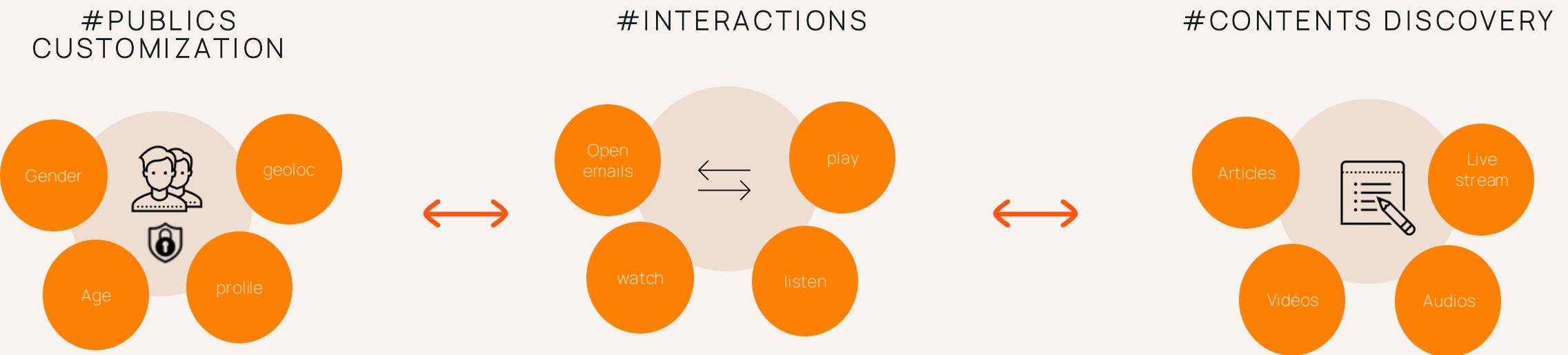
- ⌚ Awareness
- ⌚ Activation
- ⌚ Engagement
- ⌚ Data Enrichment
- ⌚ Intensification
- ⌚ Retention



# Data-driven decision-making, with a true 360-degree view



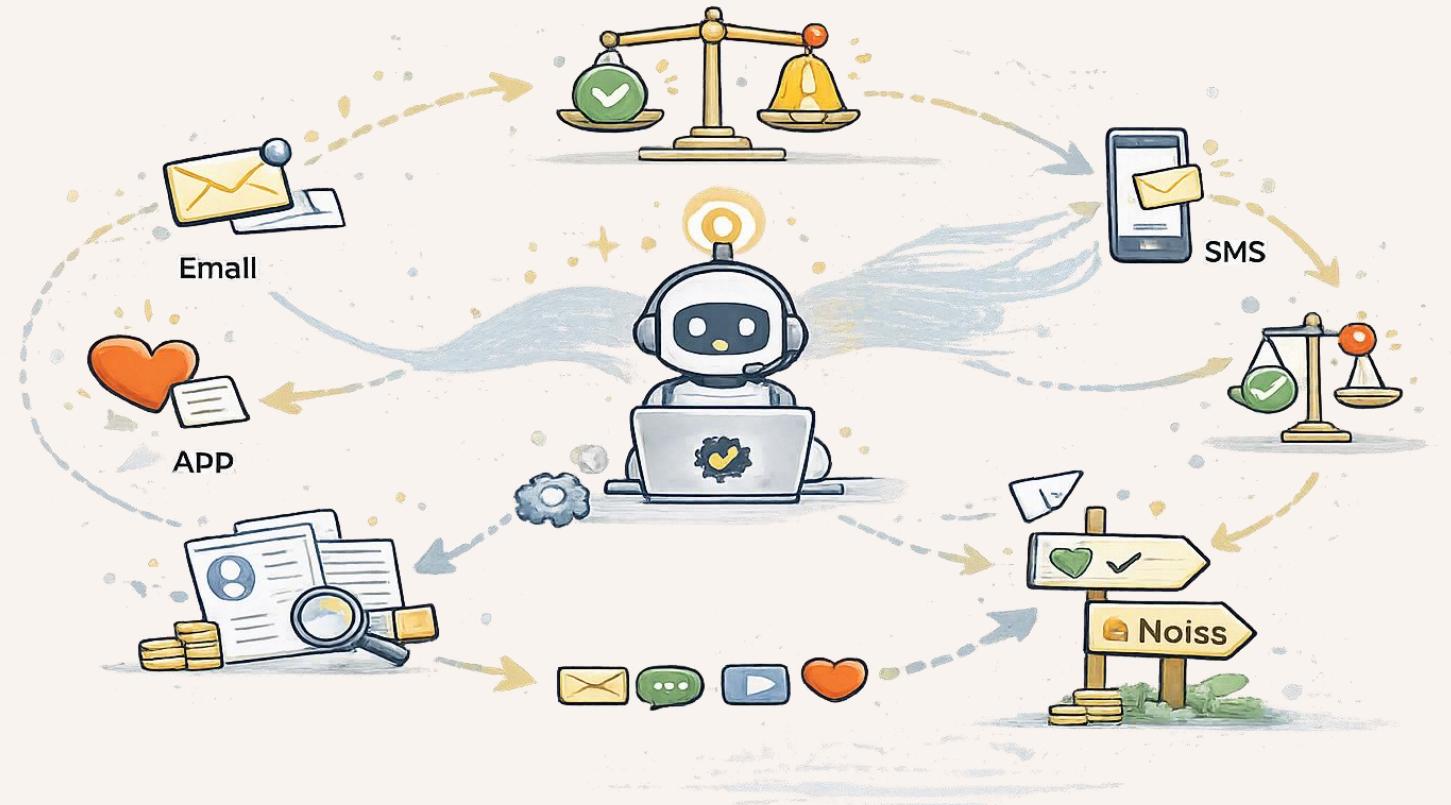
# Our data ecosystem is based Interactions



# The Next Wave

- Responsible personalization
- AI as an assistant
- Balance over optimization

BALANCE OVER PERFORMANCE



# Staying Upright

- Marketing without selling is not about restraint.
- It is about responsibility.

Thank you

