



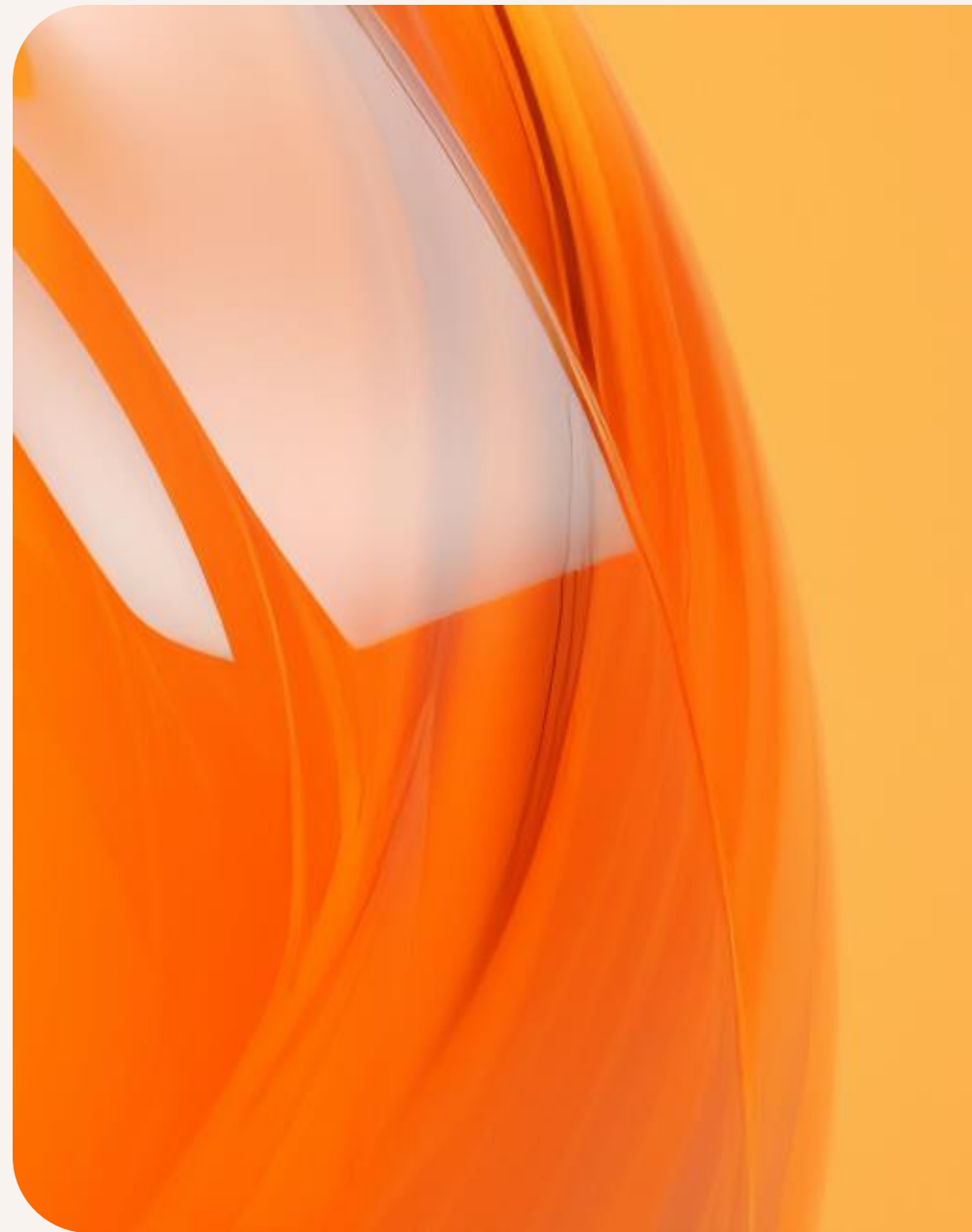
Marketing Without Selling

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



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



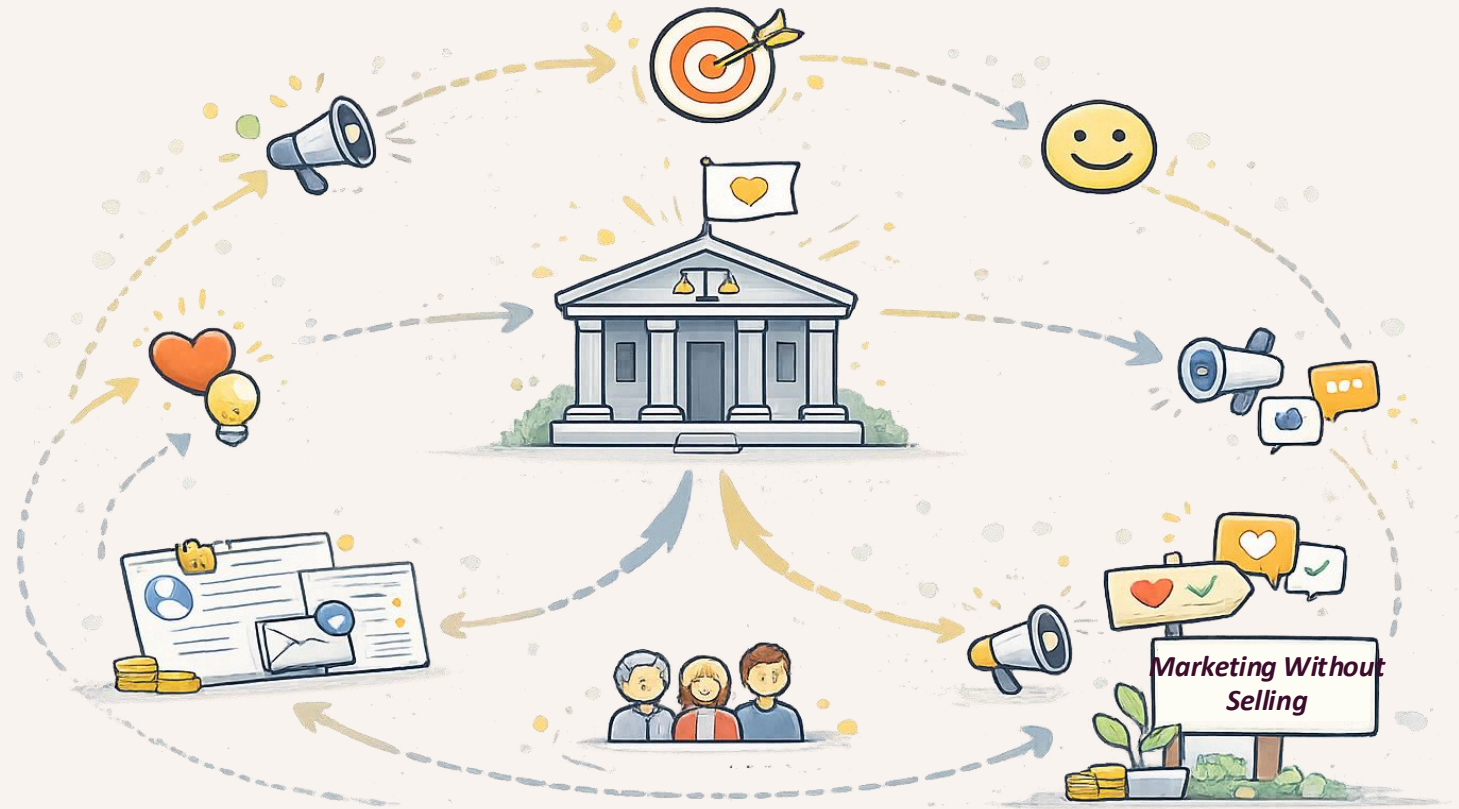
From Campaigns to Dialogue

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



Marketing Without Selling

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



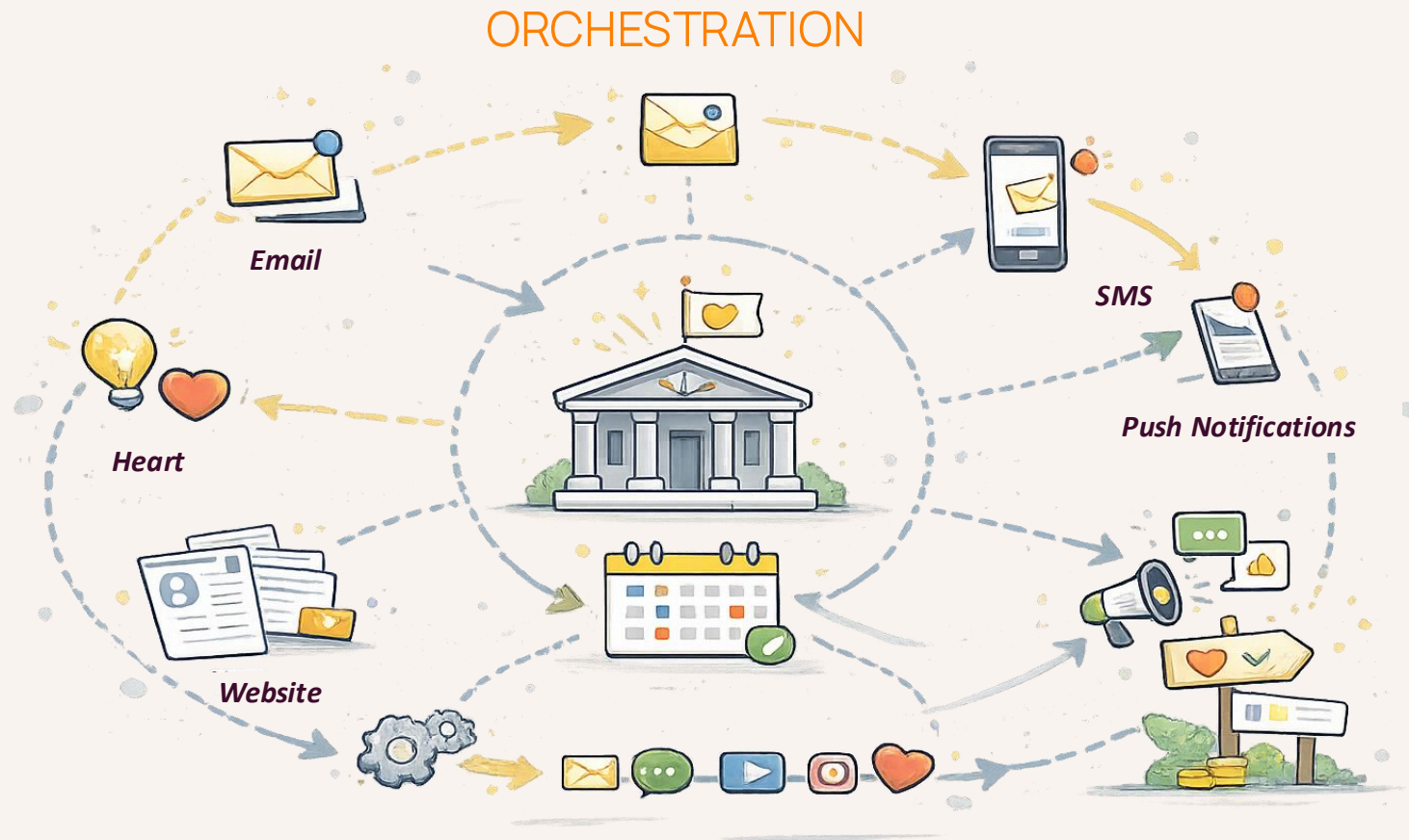
Personalization Without Filter Bubbles

- Discoverability
- Diversity of content
- Opening horizons



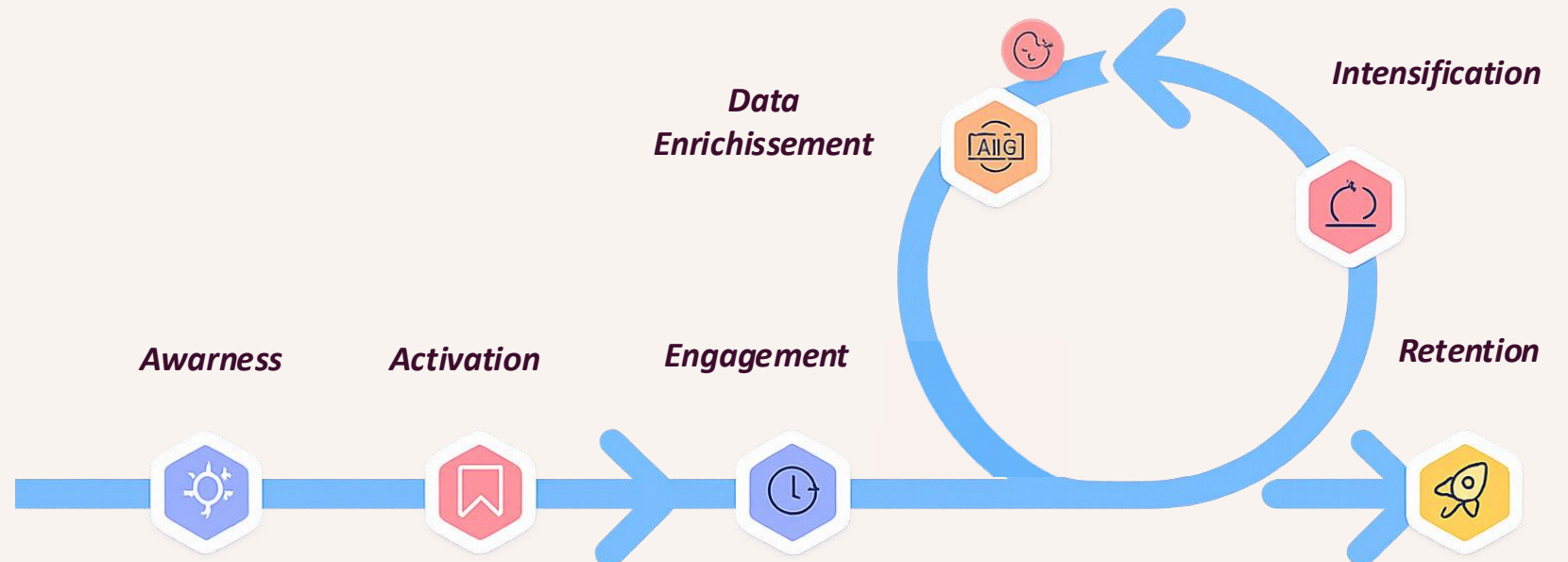
From Automation to Orchestration

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

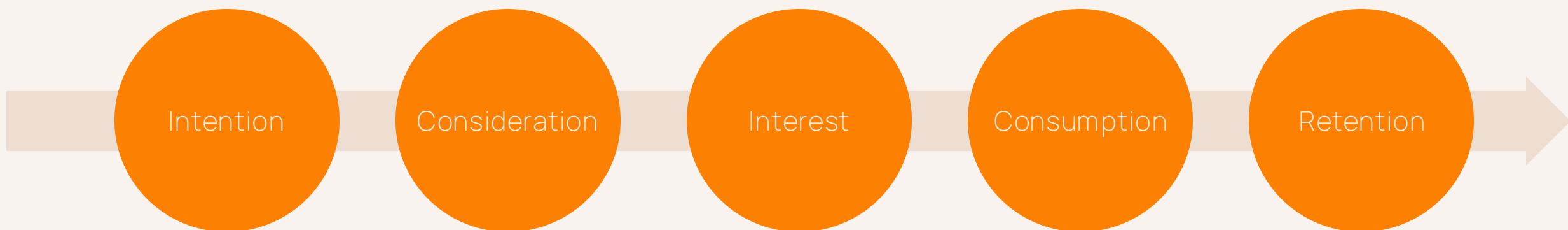


Customer Lifecycle Funnel

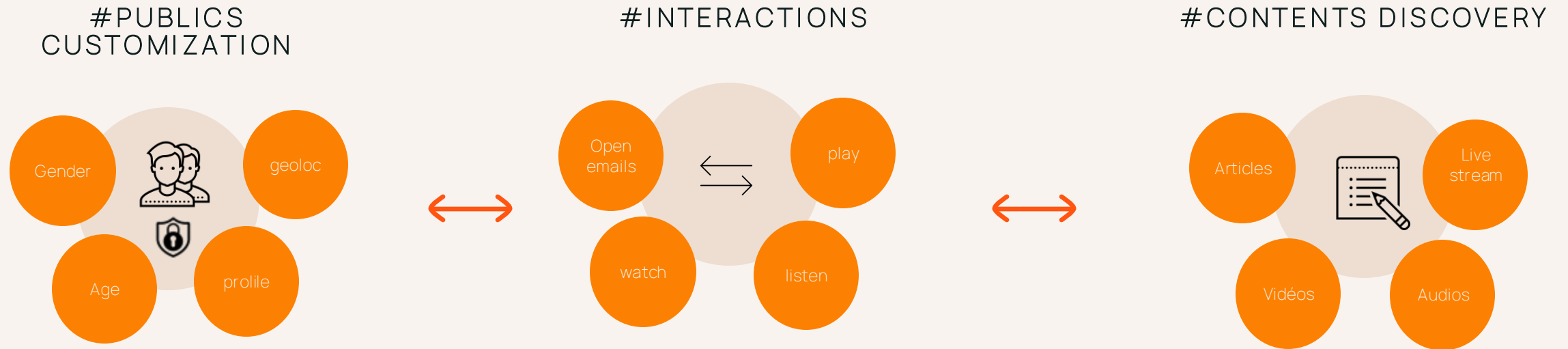
- Awareness
- Activation
- Engagement
- Data Enrichment
- Intensification
- Retention



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



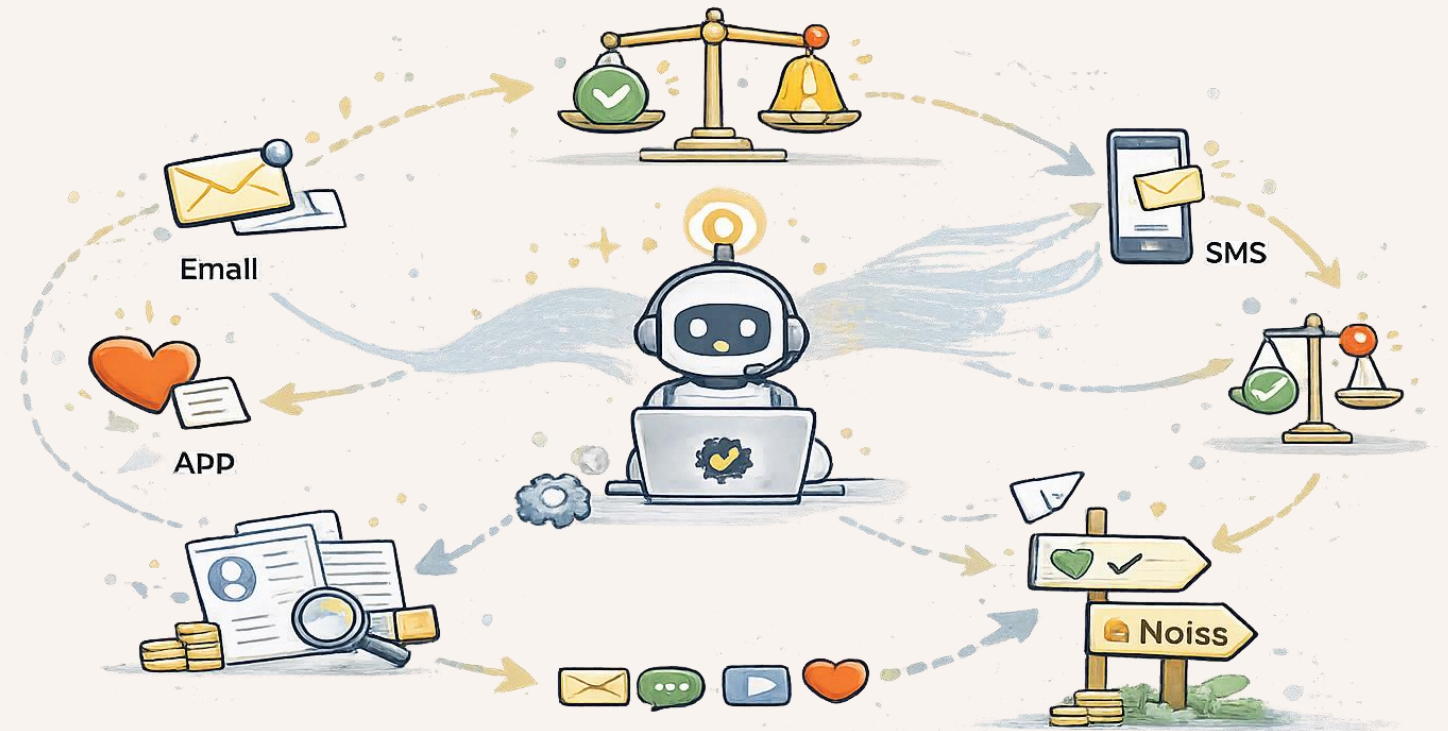
Our data ecosystem is based Interactions



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