

OSF | DIGITAL



TRANSFORMING COMMUNICATIONS TO INCREASE CONVERSIONS

ABOUT VIDI



Vidi specializes in monitoring customer experiences within sales channels, improving its clients business performance. Headquartered in São Paulo, Brazil, Vidi collects data and provides action-oriented insights to help improve operational efficiency, elevate the customer experience, and drive positive results.



VIDI'S CHALLENGES

Inefficient communications and processes

Vidi had multiple tools and disconnected processes for communications. The company wanted a powerful marketing platform that would enable it to personalize engagement with its crowdsourced researchers.



1 Disjointed tools to communicate with researchers

2 Manual and generic communications

3 Inability to create automated journeys

4 Siloed data

OSF'S SOLUTION

Salesforce Marketing Cloud implementation

We implemented Salesforce Marketing Cloud and integrated it with Vidi's ecosystem



OSF'S SOLUTION

Efficient, unified communications

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We integrated communication channels and established more effective processes for Vidi to engage with researchers on Salesforce Marketing Cloud.

Consulted with Vidi to help them select the best platform and communications tools

Set up and enabled all the communications channels: email, SMS, push notifications

Added all relevant data to their Marketing Cloud platform

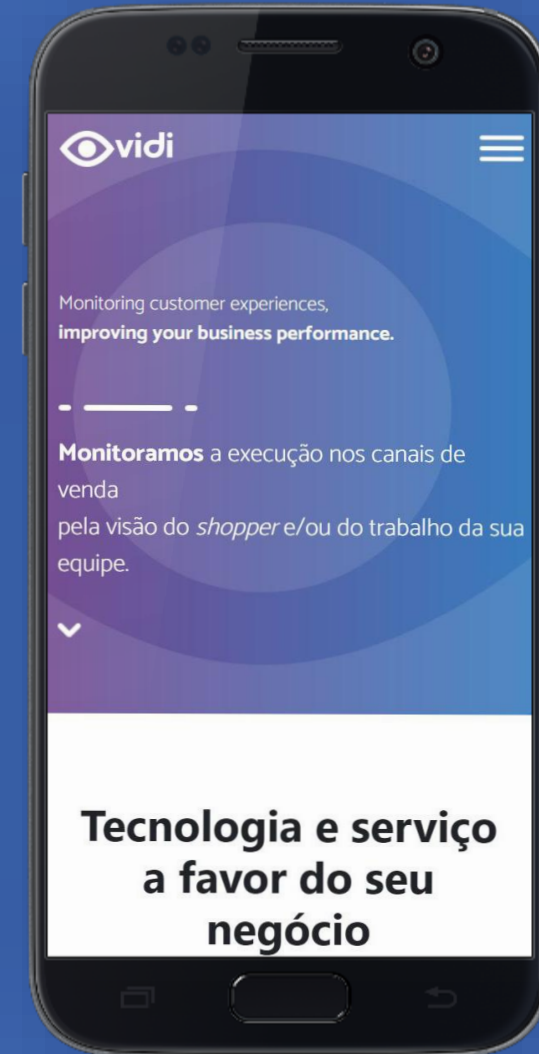
Created over 10 customer journeys

RESULTS

A more impactful communication system

Vidi's improved communication with its research consultants enabled the company to increase its team of researchers and research projects.

- ✓ **AUTOMATED** processes that save time
- ✓ **MORE** touchpoints with researchers
- ✓ **INTEGRATED** communication channels
- ✓ **PERSONALIZED** journeys
- ✓ **INCREASED** conversions



TESTIMONIAL

Our work through the eyes of our clients

“OSF Digital completely transformed our communications processes, giving us new tools and capabilities through Salesforce Marketing Cloud to improve journeys and engagement and, ultimately, reach our goal to increase the engagement with our crowdsourced team of over 170,000 researchers nationwide.”

Marcos Versteeg

Co-Founder and COO, Vidi

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THANK YOU!
