

OSF | DIGITAL

VINDI

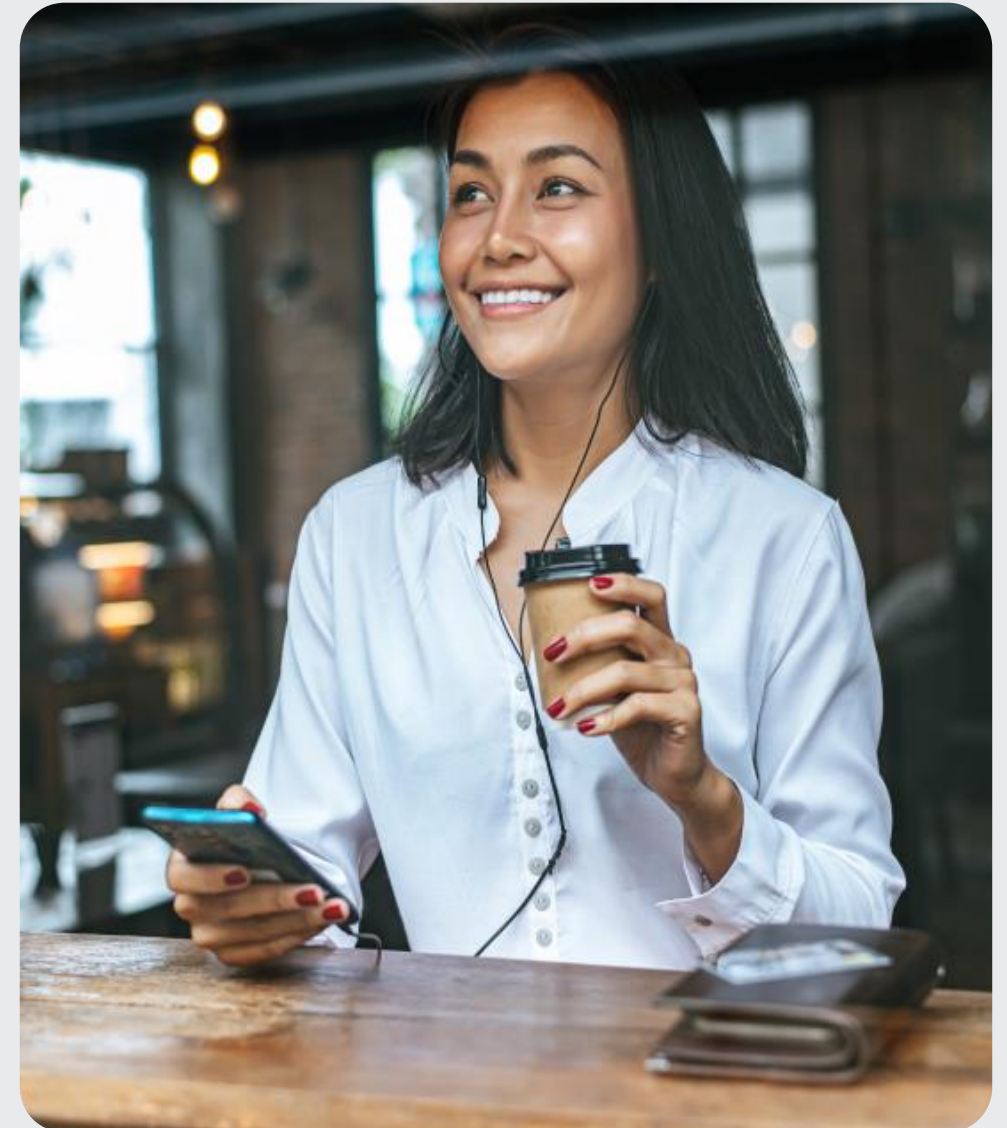
STRENGTHENING MARKETING CAMPAIGNS TO BOOST PERFORMANCE

ABOUT VINDI TECNOLOGIA E MARKETING

VINDI

Founded in 2013, Vindi Tecnologia E Marketing is a leader in online payment solutions in Brazil, with a focus on recurring collection and billing.

Vindi helps thousands of service companies, e-commerce, subscription businesses, SaaS, gyms, accounting and various sectors to professionalize their billing through innovative and reliable technology.



VINDI'S CHALLENGES

Inept sales and marketing platforms

Vindi's sales and marketing efforts were siloed and complicated, making it difficult to view campaign performance and optimize sales.



1

Slow, inefficient sales operations with down time causing lost leads

2

Disconnected sales and marketing data

3

Marketing and sales platforms were difficult to maintain

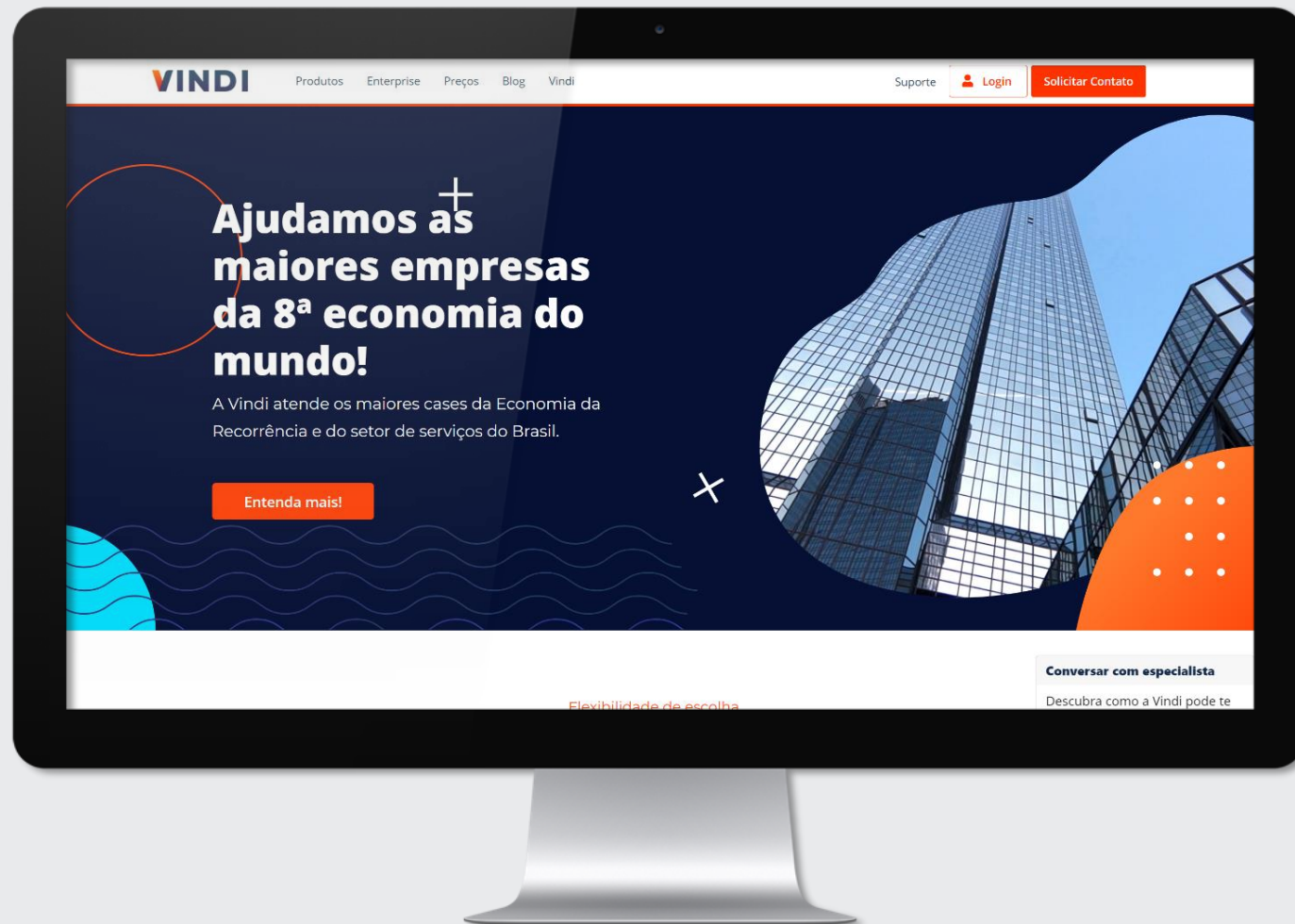
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Marketing and sales platforms couldn't scale

OSF'S SOLUTION

Salesforce Service Cloud implementation

Implemented Salesforce Sales Cloud and Salesforce Pardot and integrated them with Vindi's ecosystem.



OSF'S SOLUTION

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An integrated, scalable sales and marketing solution

We built a solution using Salesforce Sales Cloud and Pardot that unifies Vindi's sales and marketing systems.



Migrate from Pipedrive
to Salesforce Sales Cloud



Migrate from RD Station
to Pardot



Integrate marketing and
sales operations



RESULTS

Holistic view of sales and marketing data on a reliable platform

Vindi has optimized campaign performance with the integration of its sales and marketing systems, consistent processes, and greater visibility.



✓ +12% increase in marketing lead conversions

✓ UNIFIED sales and marketing systems and data

✓ IMPROVED customer data insights

✓ POWERFUL tools for marketing automation

✓ SIMPLIFIED platform operations and maintenance

✓ VISIBILITY on individual and team performance

TESTIMONIAL

Our work through the eyes of our clients

With OSF's expertise and the power of Salesforce technology, we have a more complete set of tools for our marketing automation. We can also integrate our other tools, monitor the data generated and execute more aggressive efforts throughout the marketing funnel to increase our conversions.

ALEXANDRA PAPANGELACOS
Head of SMB Sales, Vindi



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THANK YOU!