

## USE CASE #5 BRILLA

**Datagran empowers Brilla's marketing team to create a new behavior of consumption among its users.**

BRILLA is an inclusive non banking financial company created 10 years ago by Promigas, a company owned by Grupo Aval, one of the most relevant economic conglomerates in Latinamerica.

After 10 years of growth, Brilla's challenge was to increase rebuy among users who had stationary credit consumption habits. A key task to guarantee the business' sustainability.



## A NEW BUSINESS MODEL IS FOUND THROUGH A NEW WAY OF WORKING.

The Brilla model has been recognized by the World Bank as a “Leader in Inclusive Businesses” in 2011, awarded by the G20 with the “Challenge on Inclusive Business Innovation” in 2012 and nominated, along with 234 participants, by the IFC and Financial Times to the “Achievement in Inclusive Businesses 2014” award. Restructuring a methodology of work that has such recognition was a big challenge for Datagran. The main goal: tear down traditional structures and integrate teams around data to grow.

### THE PROCESS:

#### 1. CENTRALIZE TRANSACTIONAL DATA

Brilla's BI team has been consistently organizing buyers' information, including stores where purchases are made, types of products purchased, amount per purchase, and many other insights. A lot of these were structured, but they were out of reach for the company's strategists.

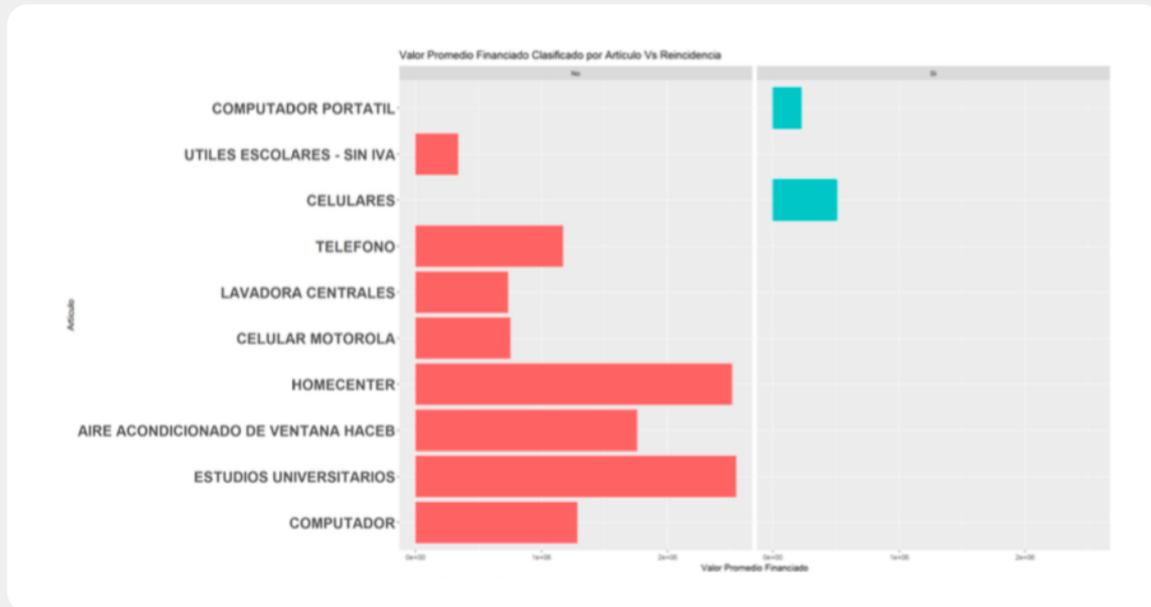
#### 2. ANALYSIS & RECOMMENDATIONS

Datagran's predictive analysis algorithms made recommendations on products to promote based on the purchase types and habits.

The analyses quickly revealed that rebuy was frequent in low-cost categories, such as mobile phones and laptops. Datagran discovered that users were culturally associating the use of credit with purchasing products of high cost products, which usually requires the total amount be approved. Based on this finding, multiple recommendations were created for each of the identified clusters.

#### 3. DATA ACTIVATION

We implemented email marketing campaigns, paid media and SMS, along with others, using the products with higher rebuy values based on the analyzed list, iterating with the pricing and areas of influence.



**GROWTH BY REBUY**

+25%

**A NEW WAY OF WORKING**

Data stopped being exclusive for the BI unit at Brilla. Thanks to Datagran's integrations and interactive dashboards, the marketing team now has the autonomy to be one click away from analyzing and activating data.

Because of our Non Disclosure Agreement, we can only show some graphics of the project.