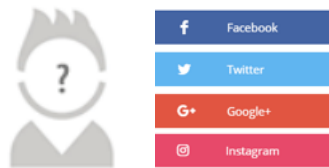


For Food and Beverages companies

Xeerpa is a Big Data SaaS marketing solution that allows brands to explore the social universe of each of their users, customers, prospects, fans and followers, by analysing the information they share across the most popular social media networks such as Facebook, Twitter, LinkedIn, Google+, etc.

Unlike other solutions, Xeerpa creates unique profiles for each user, storing them in a database specifically designed to help Marketing and Analytics teams personalise campaigns, increase their ROI, improving customer experience.

TAKE ADVANTAGE OF THE POTENTIAL OF SOCIAL LOGIN



ADVANCED USER SOCIAL PROFILE, ONE-TO-ONE AND AGGREGATED



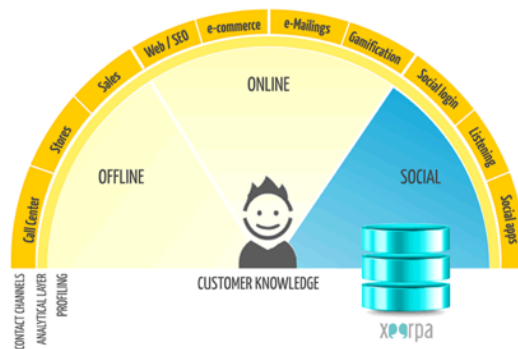
PERSONALISE MARKETING ACTIONS WITH PRECISION



SEGMENT AND COMPARE YOUR USERS WITH A GLOBAL AUDIENCE



SOCIALISE YOUR CRM AND COMPLEMENT YOUR CRM, DATA LAKE AND BI STRATEGIES



Key Benefits for the Foods & Beverages industry:

- ✓ Identify Brand Ambassadors and Top Influencers amongst your fans and clients
- ✓ Improve segmentation in your CRM, BI platform and DMP
- ✓ Hyper-segment emailing campaigns and Facebook Custom Audiences
- ✓ Identify contents, influencers and partners that best fit your audience
- ✓ Impact users that have engaged with specific posts or products
- ✓ Qualify the DMP to boost the efficiency of programmatic advertising

[BOOK A DEMO](#)

Selected clients and success stories in the Food and Beverages industry:



Success story



"The capacity of acquisition and use of qualified data provided by Xeerpa enabled us to take a major step forward in our Digital Transformation Strategy, improving our advanced segmentation capabilities and the overall customer intelligence". **Javier Paniagua**, Digital Transformation Manager at Calidad Pascual.

Calidad Pascual is a leading company in the Spanish food industry. Established in 1969, it soon expanded into the national market and nowadays the company exports its products to 62 countries. Its principal business activities include manufacturing, packaging, distributing and selling milk and other dairy products under Pascual brand, as well as Bezoya mineral water, Vivesoy beverages, Bifrutas milk-and-juice drinks, and Mocay Caffè coffee, among others.

Engagement and objective

- Calidad Pascual engaged Xeerpa to incorporate Social ID and analyse the user's social media profiles information on websites, apps and promo pages for all their brands, including Leche Pascual, Bezoya, Bifrutas, Vivesoy, The Goods or DiaBalance, among others.
- The main goal was to complement their CRM with qualified user's social data, in order to develop a customer intelligence strategy based on the analysis of one-to-one social profiles and hyper-segmentation of their marketing campaigns.

Success

- By incorporating Facebook, Twitter and Instagram Social Login to their promos, Calidad Pascual have been able to understand the different interests, social influence and engagement levels of each of their consumers, effectively consolidating a robust consumer Social CRM.
- This information allows Pascual to identify their most valuable customers, brand ambassadors and qualified prospects, personalising marketing campaigns and customer experience. These efforts resulted in more efficient marketing campaigns and a rapid growth in their community of fans.
- Additionally, Xeerpa's analysis allowed Calidad Pascual to discover contents of major interest for their consumers and target public, which allowed them to design very targeted and personalized campaigns that are already resulting in excellent engagement rates. For example, Calidad Pascual crafts campaigns for different demographic segments and groups with specific interests such as fitness lovers, families with babies, vegans, gluten intolerants, coffee lovers, and so on.

Tips

- Even companies like Calidad Pascual, with millions of consumers, are focusing a good part of their online strategies on understanding each of those users at one-to-one level, so they can then create very advanced segmentations that focus on specific groups with unique interests, passions and preferences.

[BOOK A DEMO](#)

More information on hello@xeerpa.com and www.xeerpa.com

Because not all leads are created equal