





MC Fioti - Bum Bum Tam Tam (KondZilla)
1.085.494.819 visualizações

👍 6,2 MI

💬 455 MIL

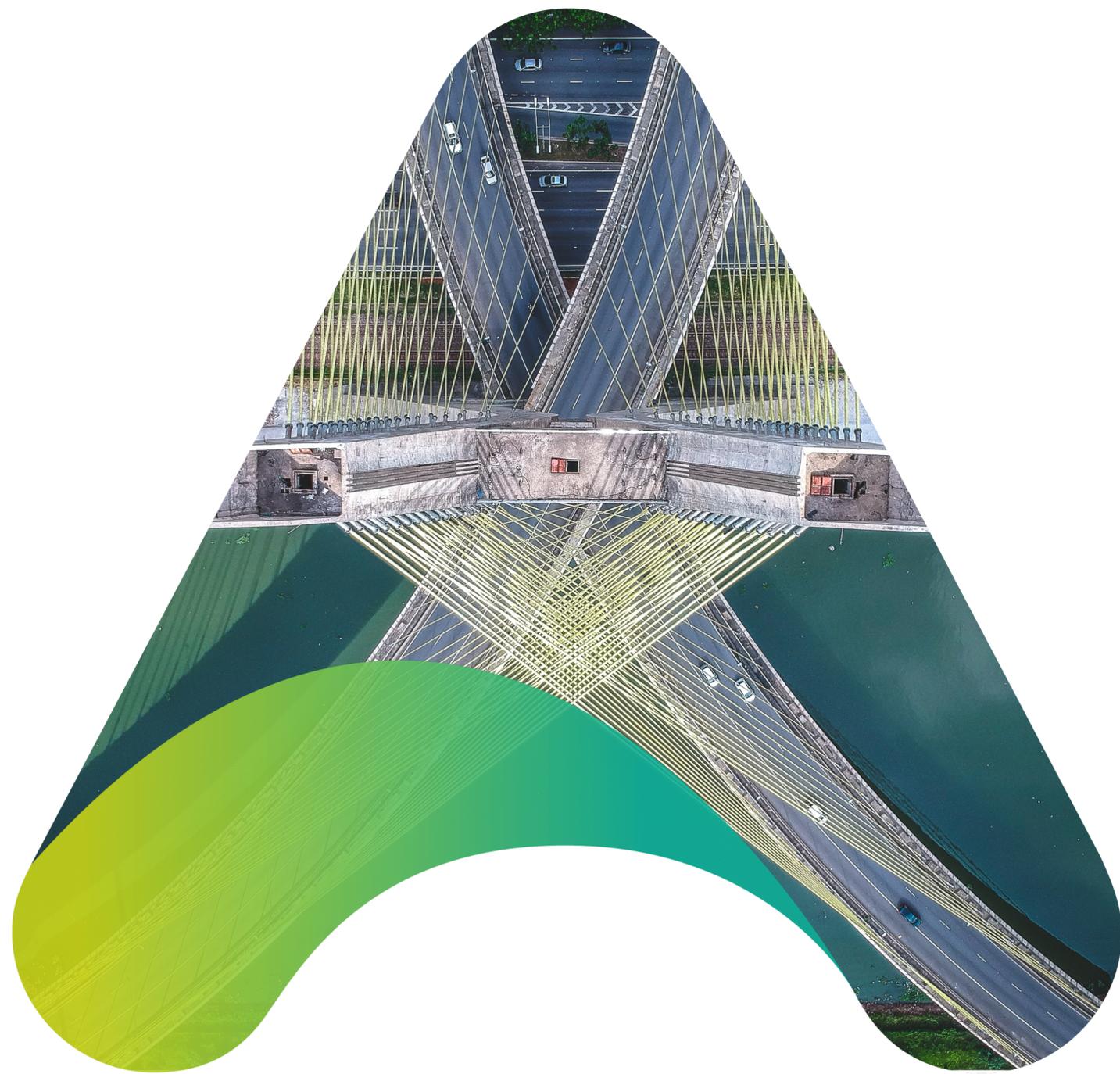
➦ COMPARTILHAR



O NOVO CONSUMIDOR

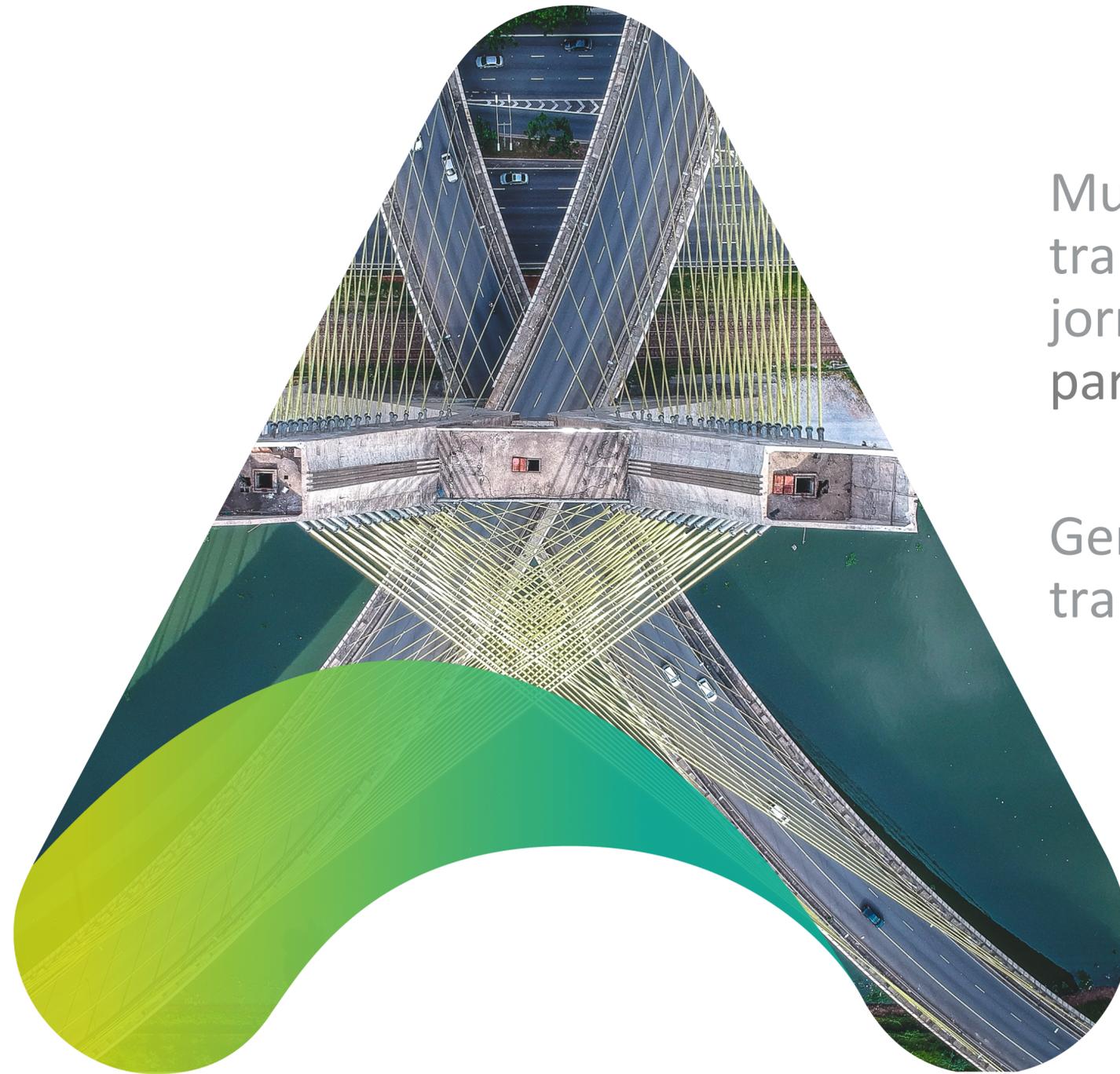
Marcelo Dadian





grupo **ZAP**

grupo **ZAP**



Muito mais que um portal de anúncios queremos transformar o mercado imobiliário facilitando toda a jornada de aquisição de imóveis e gerando liquidez para incorporadores e imobiliárias.

Gerando soluções e informações eficientes e transparentes que que só o grupo **ZAP** pode fazer.

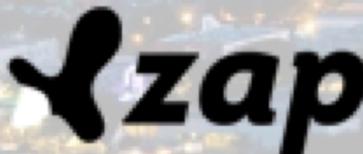
grupo **ZAP**

O MAIOR GRUPO DE IMÓVEIS DO BRASIL

 VivaReal

 suahouse

GEOIMÓVEL

 zap

sub **100** sistemas

datazap
Inteligência imobiliária

**GRANDES
NÚMEROS**



15,2 MILHÕES
visitantes únicos por mês



40 MILHÕES
visitantes por mês



7,3 MILHÕES



100.000
buscas por hora



4,5 MILHÕES
leads por mês



+900
funcionários



9
aplicativos



Juntos, ZAP e Viva Real têm **muito mais** buscas pela marca do que seus concorrentes, **se tornando agora o maior gerador de leads para o mercado secundário**



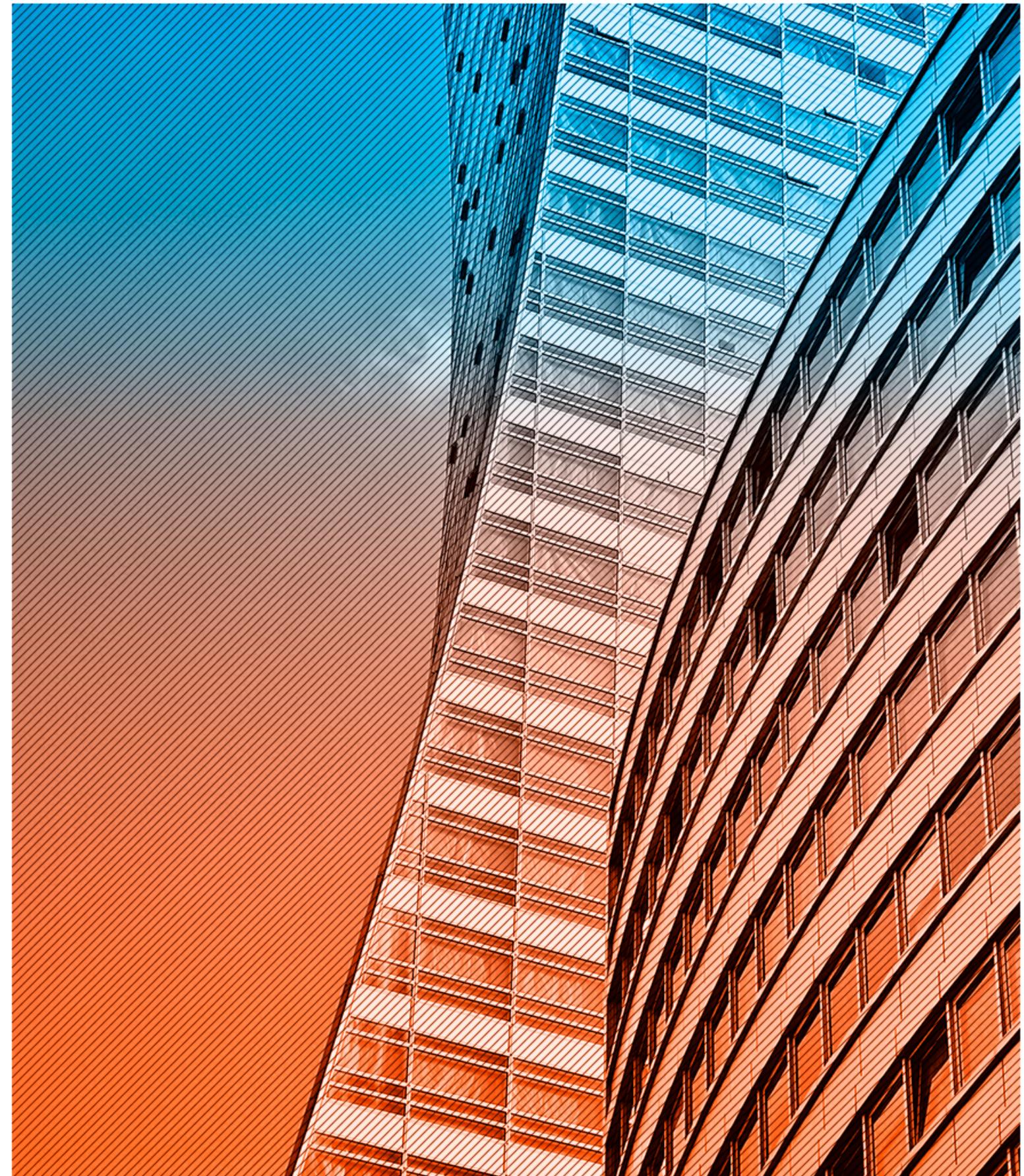
No universo de audiência mobile para portais imobiliários, o Grupo é líder com **61% de audiência do mercado**



Das pessoas que buscam imóveis nos três principais portais do Brasil, **83% procuram pela marca ZAP e/ou Viva Real**



Grupo 100% focado no mercado imobiliário









- NEYMAR
- 106.200.000



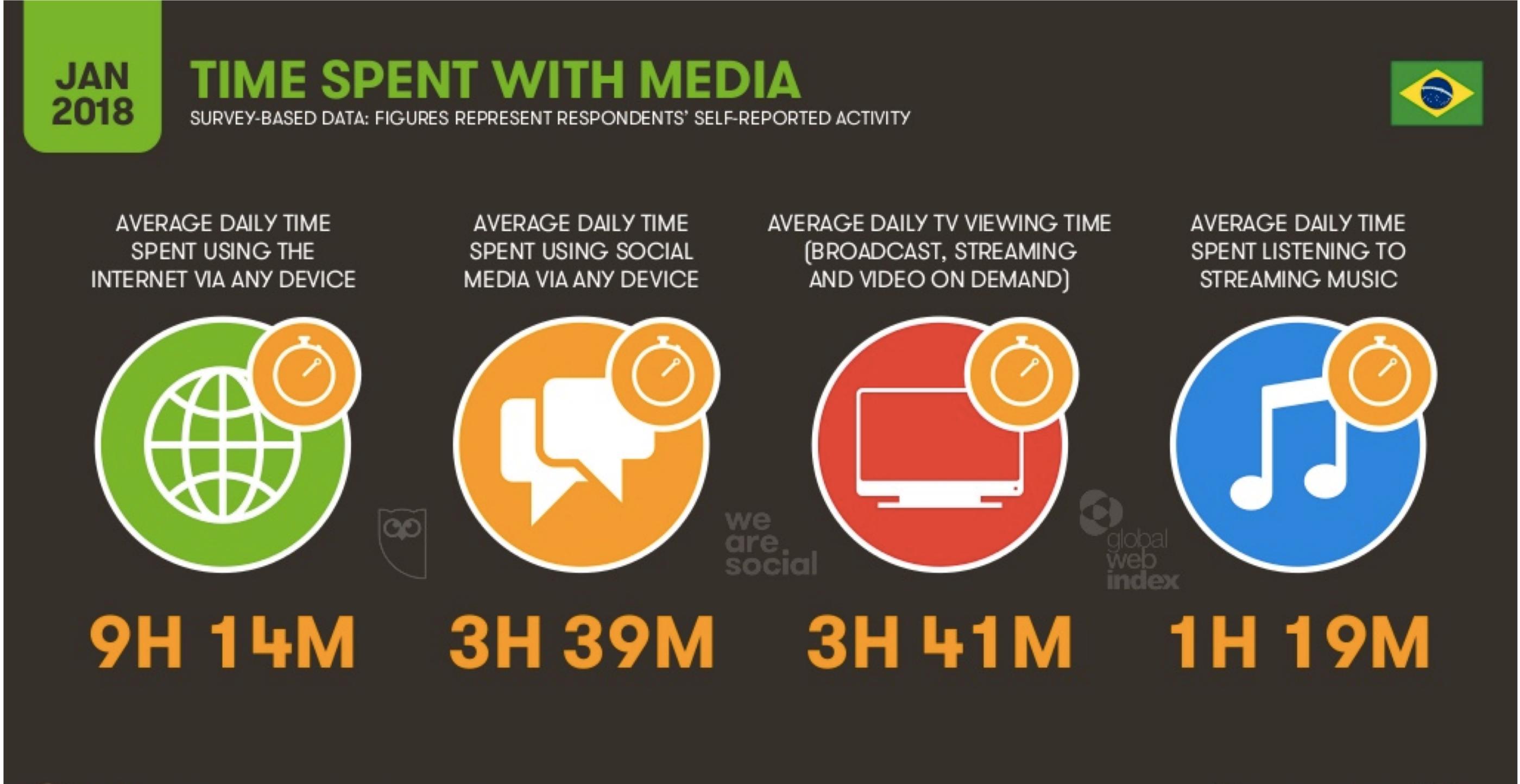
- KondZilla
- 43.063.000



Potencial do Marketing Digital



Potencial do Marketing Digital



Potencial do Marketing Digital

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



139.1
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



66%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



129.1
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



61%

Potencial do Marketing Digital

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



130.0
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



62%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



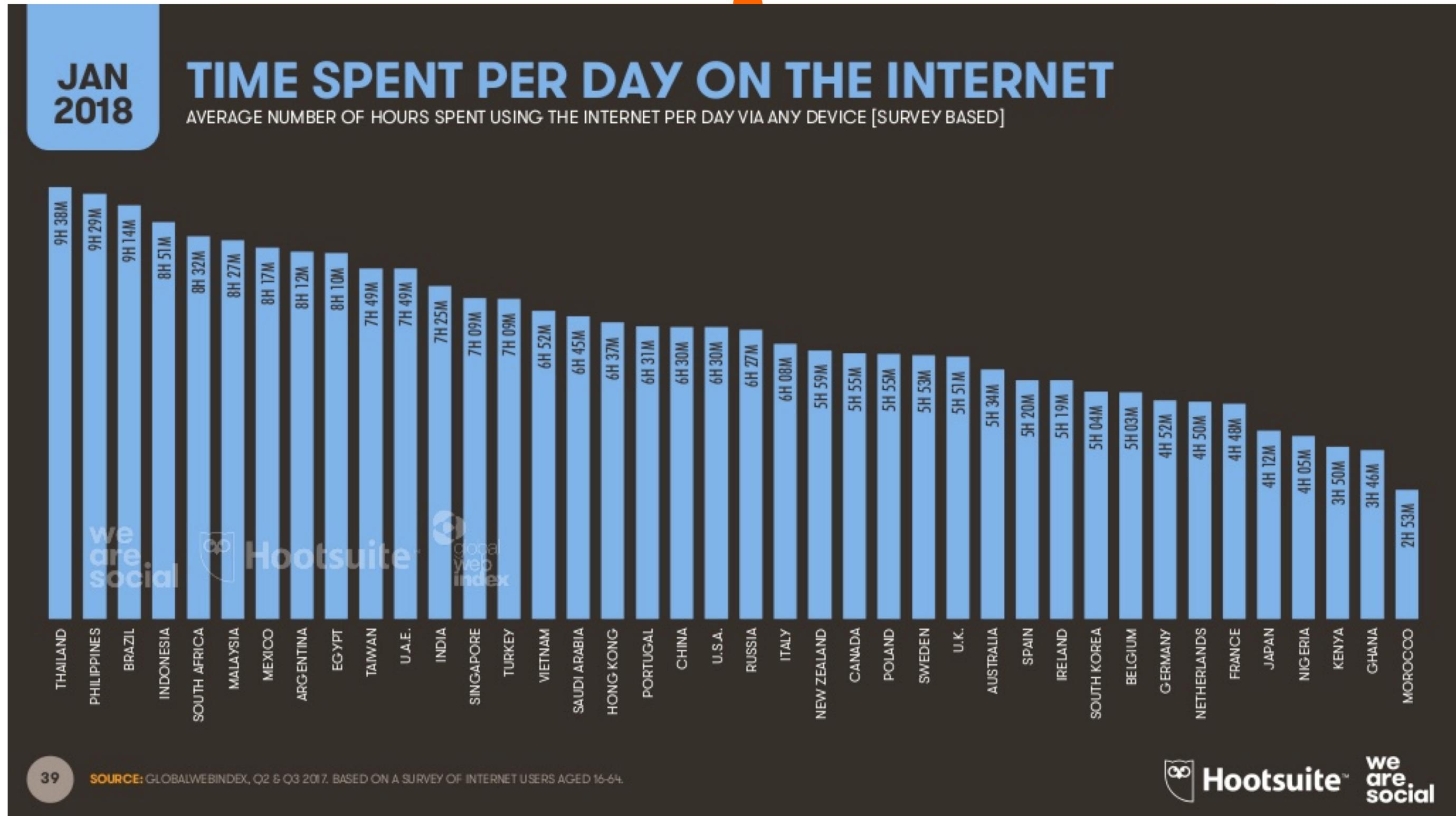
120.0
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



57%

Potencial do Marketing Digital

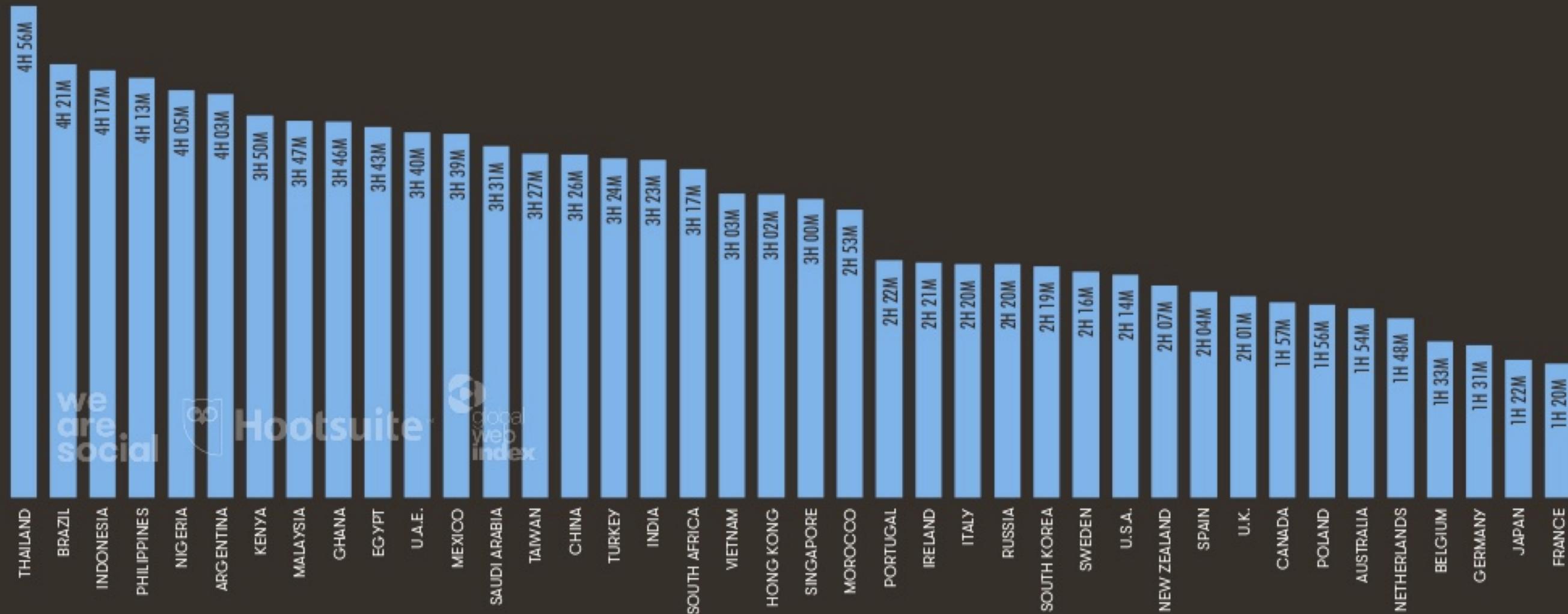


Potencial do Marketing Digital

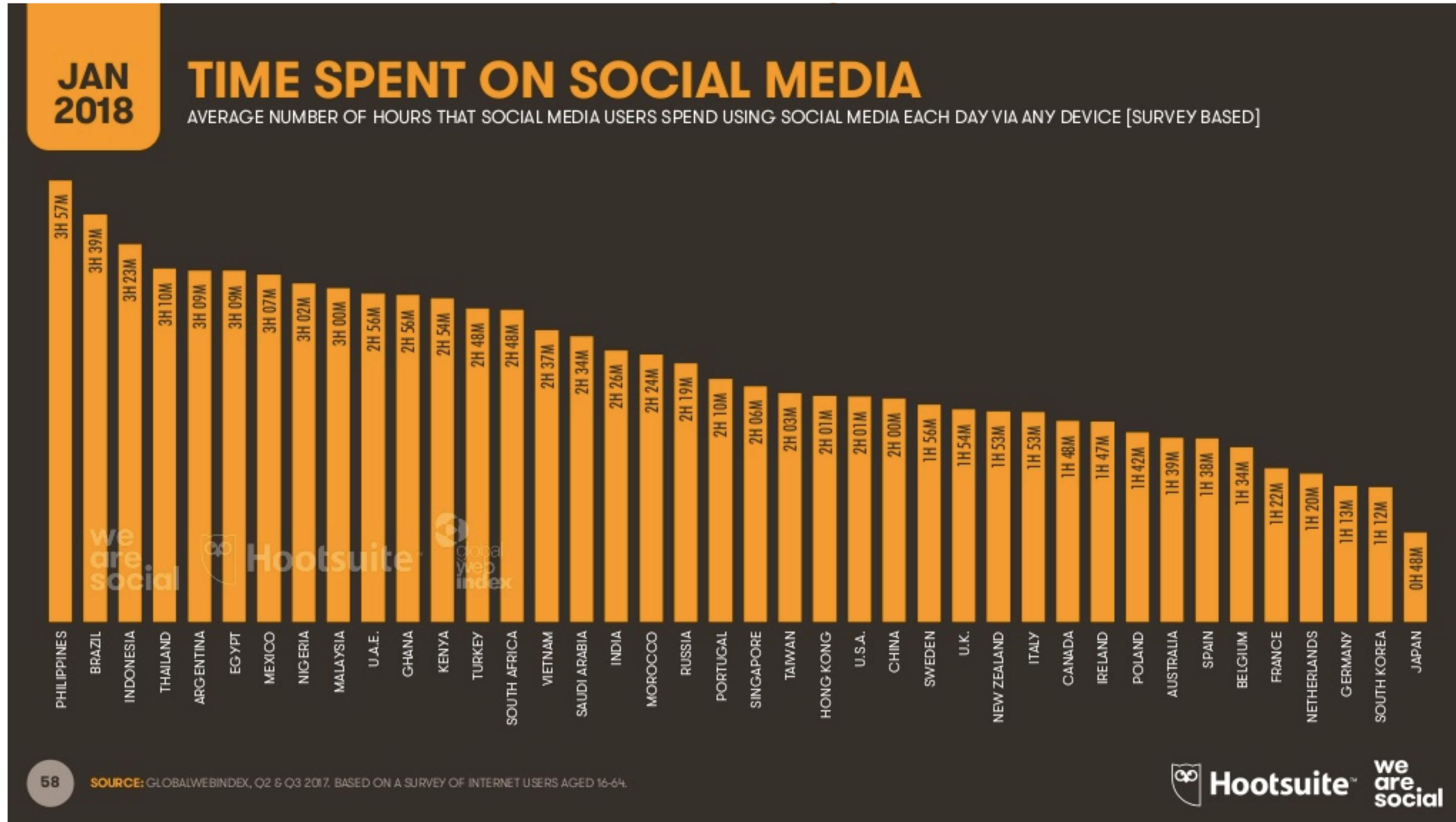
JAN
2018

TIME SPENT PER DAY USING MOBILE INTERNET

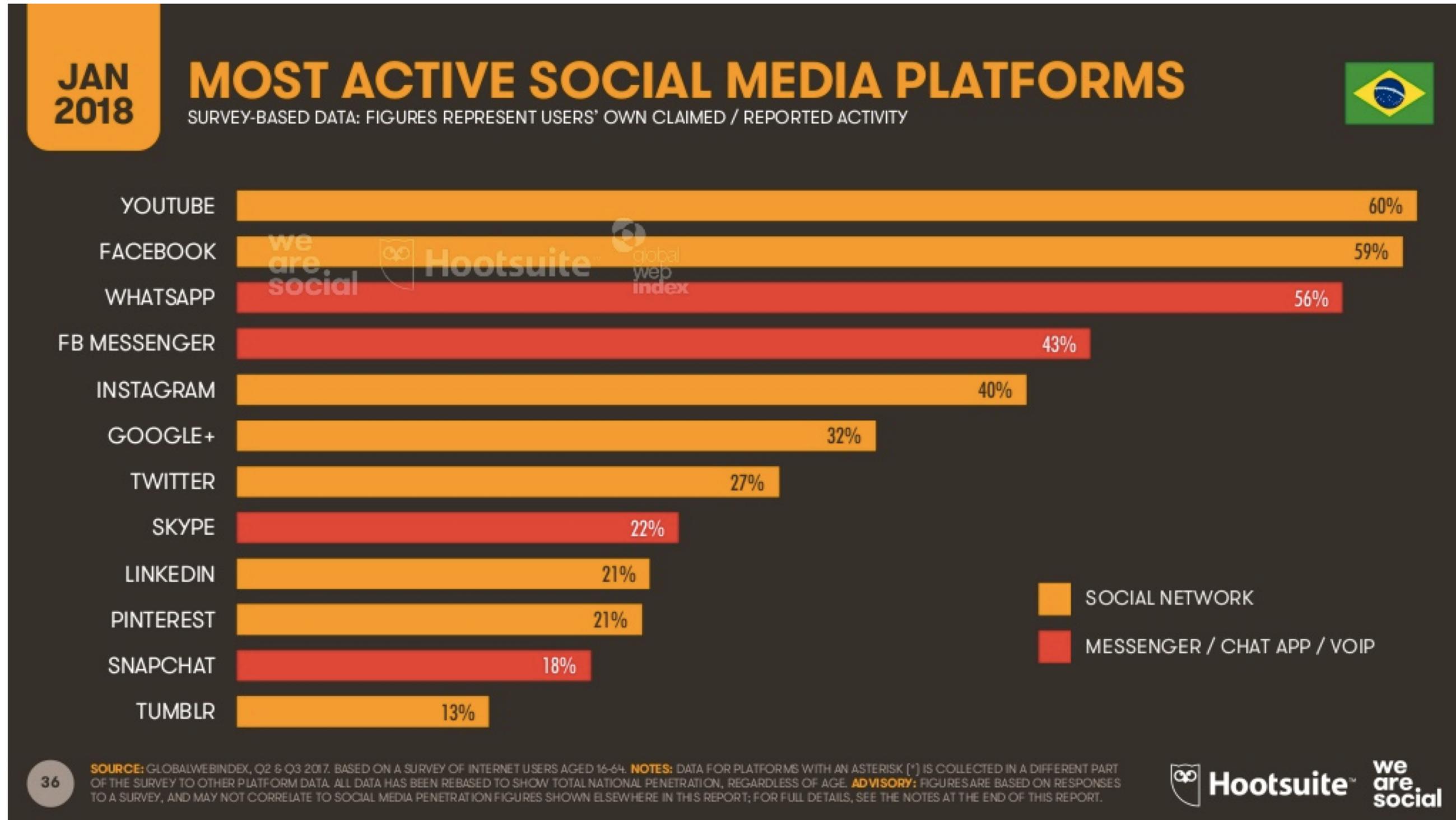
AVERAGE NUMBER OF HOURS PER DAY SPENT ACCESSING THE INTERNET VIA A MOBILE PHONE [SURVEY BASED]



Potencial do Marketing Digital



Potencial do Marketing Digital



Potencial do Marketing Digital

JAN 2018

SHARE OF FACEBOOK USE BY DEVICE

BASED ON THE NUMBER OF ACTIVE USER ACCOUNTS ACCESSING THE PLATFORM VIA EACH DEVICE, IN MILLIONS

LAPTOPS & DESKTOPS



31.8%

ACTIVE USER ACCOUNTS:
687 MILLION

SMARTPHONES & TABLETS



95.1%

ACTIVE USER ACCOUNTS:
2,055 MILLION

FEATURE PHONES



0.5%

ACTIVE USER ACCOUNTS:
10 MILLION

TABLET DEVICES



8.8%

ACTIVE USER ACCOUNTS:
190 MILLION

we are social

Potencial do Marketing Digital

JAN
2018

FACEBOOK'S TOP COUNTRIES AND CITIES

COUNTRIES AND CITIES WITH THE LARGEST ACTIVE FACEBOOK USER BASES

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP COUNTRIES	USERS	% TOTAL*
01	INDIA	250,000,000	12%
02	UNITED STATES	230,000,000	11%
03	BRAZIL	130,000,000	6%
04	INDONESIA	130,000,000	6%
05	MEXICO	83,000,000	4%
06	PHILIPPINES	67,000,000	3%
07	VIETNAM	55,000,000	3%
08	THAILAND	51,000,000	2%
09	TURKEY	51,000,000	2%
10	UNITED KINGDOM	44,000,000	2%

CITIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	TOP CITIES	USERS	% TOTAL*
01	BANGKOK	22,000,000	1.0%
02	DHAKA	20,000,000	0.9%
03	BEKASI	18,000,000	0.8%
04	JAKARTA	16,000,000	0.7%
05	MEXICO CITY	14,000,000	0.6%
06	QUEZON CITY	14,000,000	0.6%
07	ISTANBUL	14,000,000	0.6%
08	SÃO PAULO	13,000,000	0.6%
09	CAIRO	13,000,000	0.6%
10	HO CHI MINH	13,000,000	0.6%

Potencial do Marketing Digital

JAN
2018

INSTAGRAM'S TOP COUNTRIES

COUNTRIES WITH THE LARGEST ACTIVE INSTAGRAM USER BASES, BY TOTAL NUMBER OF USERS AND BY PENETRATION

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE INSTAGRAM USERS

#	COUNTRY	USERS	PENETRATION
01	UNITED STATES	110,000,000	34%
02	BRAZIL	57,000,000	27%
03	INDONESIA	53,000,000	20%
04	INDIA	52,000,000	4%
05	TURKEY	33,000,000	41%
06	RUSSIA	29,000,000	20%
07	IRAN	24,000,000	29%
08	JAPAN	22,000,000	17%
09	UNITED KINGDOM	21,000,000	32%
10	MEXICO	20,000,000	15%

COUNTRIES WITH THE HIGHEST INSTAGRAM PENETRATION RATES

#	COUNTRY	PENETRATION	USERS
01	BRUNEI DARUSSALAM	49%	210,000
02	SWEDEN	47%	4,700,000
03	ARUBA	46%	49,000
04	CAYMAN ISLANDS	45%	28,000
05	ICELAND	45%	150,000
06	NORWAY	43%	2,300,000
07	BAHRAIN	43%	660,000
08	CYPRUS	42%	500,000
09	TURKEY	41%	33,000,000
10	ISRAEL	39%	3,300,000

2018 *This Is What Happens In An Internet Minute*



**“UBER
YOURSELF
BEFORE
YOU GET
KODAKED”**

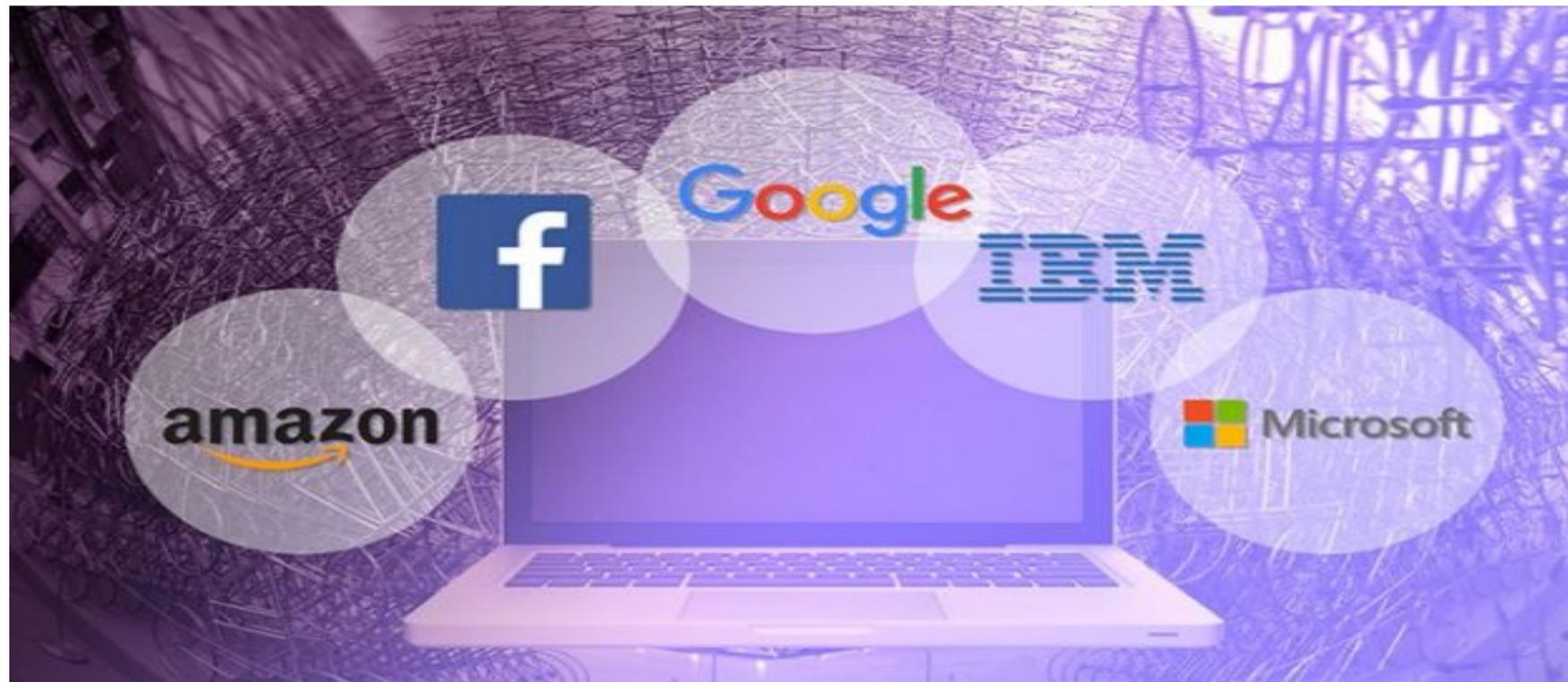




1865: LOCOMOTIVE ACT (RED FLAG ACT)



TECH'S 5 BIGGEST PLAYERS NOW WORTH \$3 TRILLION



Country/Economy	2017
United States	19,417.144
China	11,795.297
Japan	4,841.221
Germany	3,423.287
United Kingdom	2,496.757
India	2,454.458
France	2,420.440
Brazil	2,140.940

“A revolução não acontece quando a sociedade adota novas ferramentas e sim quando adota novos comportamentos”

Clay Shirky





waze

OUTSMARTING TRAFFIC, TOGETHER

“Alexa,
turn on my lights.”

Alexa Connected Home Integration.

 **LIFX** + 





Turn up
your music



Check the
weather



Place an order



Hear the news



Using Alexa is as simple as asking a question. Just ask to play music, read the news, control your smart home, tell a joke, and more—Alexa will respond instantly. Whether you are at home or on the go, Alexa is designed to make your life easier by letting you voice-control your world. [Explore more things to try with Alexa.](#)

Alexa lives in the cloud so it's always getting smarter, and updates are delivered automatically. The more you talk to Alexa, the more it adapts to your speech patterns, vocabulary, and personal preferences. Alexa comes included with Echo and other Alexa devices.

"Alexa, play music."

"Alexa, find me a Chinese restaurant."

"Alexa, what's on my calendar today?"

"Alexa, re-order paper towels."

"Alexa, set timer for 20 minutes."

"Alexa, what's my commute?"

- **assistentes digitais**

- **machine learning**

- **impressão 3D**

- **drones**

- **inteligência artificial**

- **carros autônomos**

- **realidade aumentada**

- **smart homes**

- **realidade virtual**

- **wearables**

- **internet das coisas**

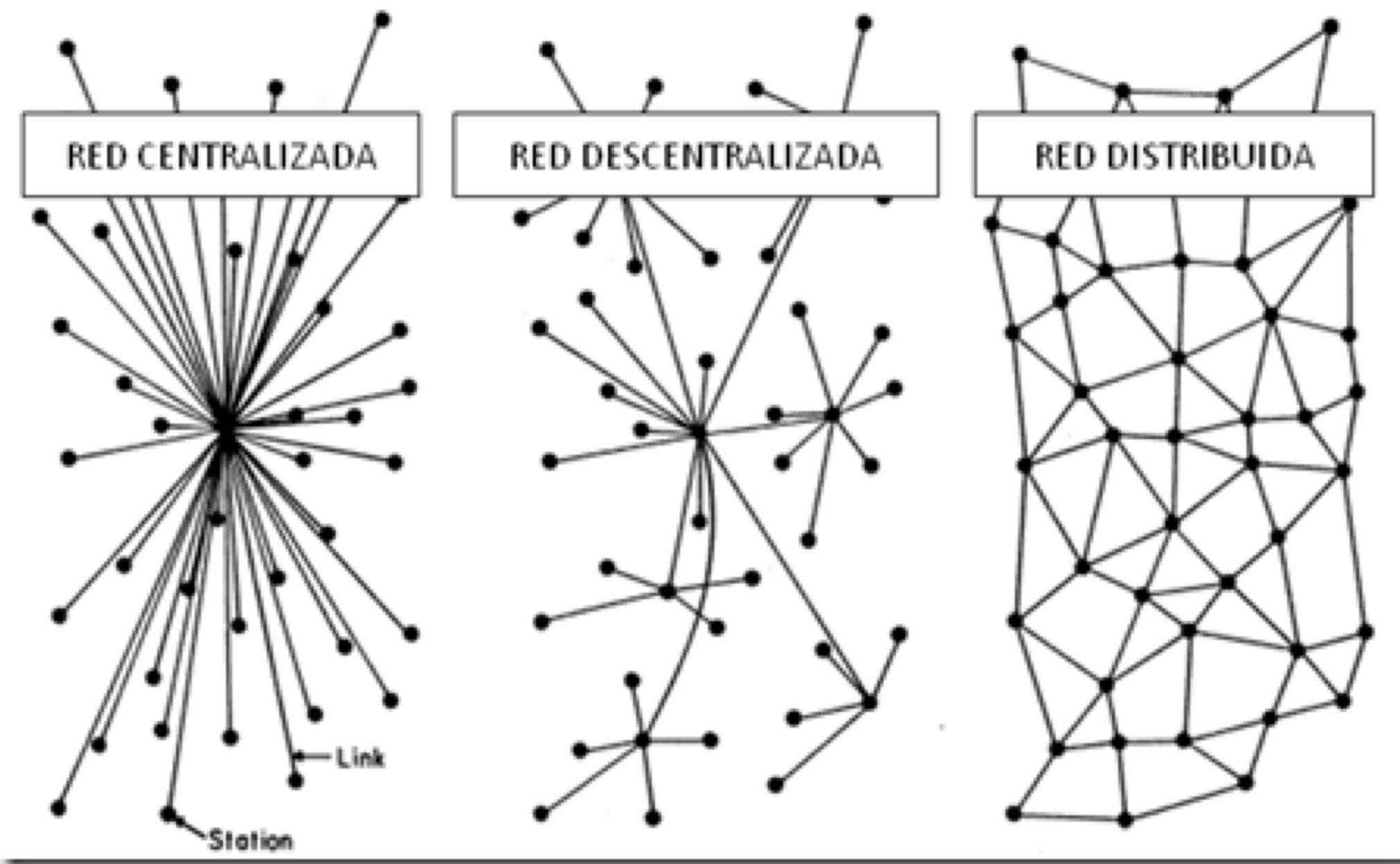
- **360° video/foto**

- **sharing economy**

- **cryptocurrencies**

- **blockchain**

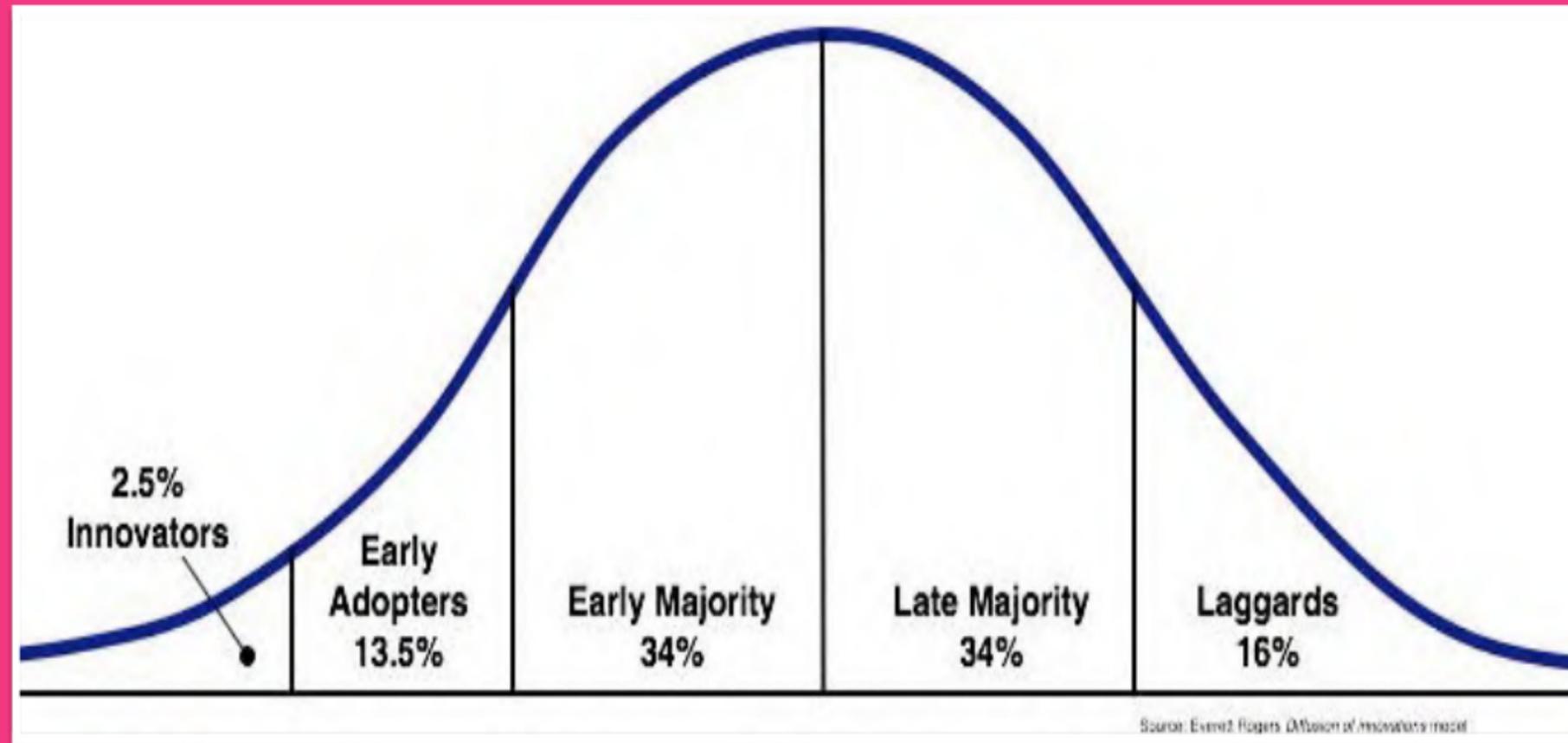
- **smart cities**



**PERTENCEMOS A UMA GERAÇÃO ÚNICA QUE
SE ESPELHA NOS PAIS E APRENDE COM OS
FILHOS**

LEAD
THE
CHANGE

DIFFUSION CURVE



— How can we become indispensable for our users!

INPUT



OUTPUT



QUE INDUSTRIA

VC ACREDITA QUE ESTA ?

1-TEMPO



1-TEMPO

2- O QUE IMPORTA É USO E NÃO A POSSE

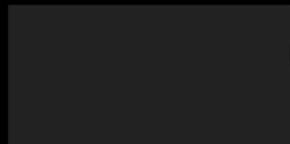
“I don't need a **drill**,
I need
a **hole** in the wall”



NETFLIX



Spotify®



3-SIMPLIFICAR É O NOVO LUXO

TO BE SIMPLE IS
TO BE GREAT.

Ralph Waldo Emerson



Uber

4-PROPÓSITO/IMPACTO POSITIVO

START WITH WHY

Simon Sinek



Mission	Purpose
What we do	Why we do it
Operating a business	Sharing a dream
Strategic	Cultural
Inspirational	Aspirational (True North)
Creates "buy-in"	Instills "ownership"
Provides focus	Fuels passion
Building a company	Building a community
Laying bricks	Building cathedrals
Parking cars	Creating happiness

Propósito transformador massivo

1. TED: “Ideas worth spreading.”
2. Google: “Organize the world’s information.”
3. SpaceX: “Humans must become a multi-planetary species”
4. Quirky: “Make Invention Accessible”
5. Singularity University: “To positively impact the lives of a billion people or more”
6. Uber: “The best way to get wherever you’re going”
7. Suahouse: “Queremos tornar o processo de compra de um imóvel novo tão simples quanto ao de comprar uma passagem aérea.”

35 INCORPORADORAS PESQUISADAS

Encurtar as distâncias e reduzir o tempo no trânsito. Simplificar o dia a dia por meio do design, da tecnologia e da economia compartilhada. Deixar a vida mais leve e humana



Encurtar as distâncias e reduzir o tempo no trânsito. Simplificar o dia a dia por meio do design, da tecnologia e da economia compartilhada. Deixar a vida mais leve e humana. Esse é o nosso desafio.

**Propósito cria a cultura que
suporta
a inovação.**

**Propósito ajuda a contratar
e reter os melhores
profissionais.**

**Propósito ajuda a criar
campanhas memoráveis
alinhadas com os valores
da empresa e de seus
clientes.**

**Propósito valoriza a marca
criando clientes fiéis que
advogam por ela.**

**Propósito reforça a
inovação focando naquilo
• que realmente é importante
além das tradicionais
métricas corporativas.**

Propósito facilita a
colaboração externa.
Grandes inovações são
resultado de alianças que
ultrapassam as fronteiras da
empresa.

Propósito capacita
empresas a pensarem
diferente assim elas podem
agir diferente

5-SENSO DE COMUNIDADE



6-UTILIZAÇÃO DA CAPACIDADE INSTALADA



airbnb

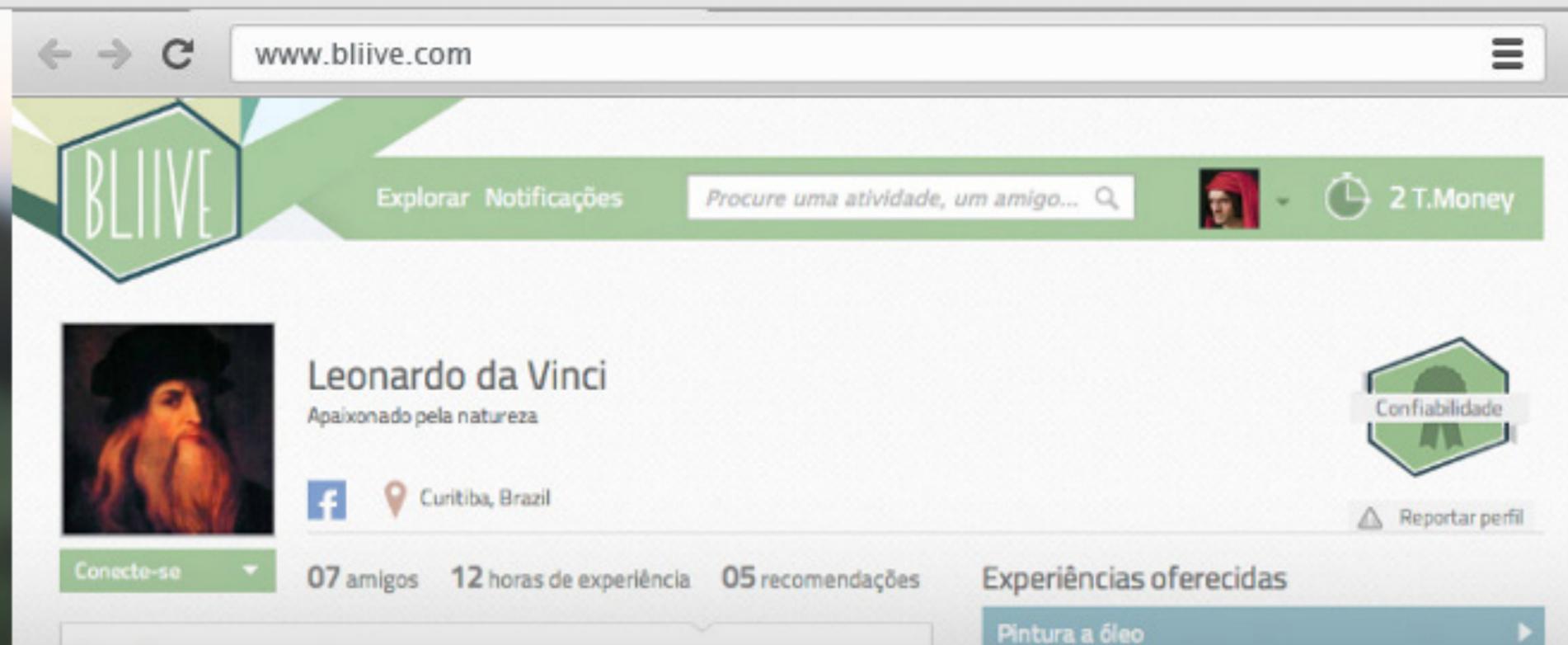


FIND A SPOT.

Your private parking SPOT is waiting on your phone. Go get it!

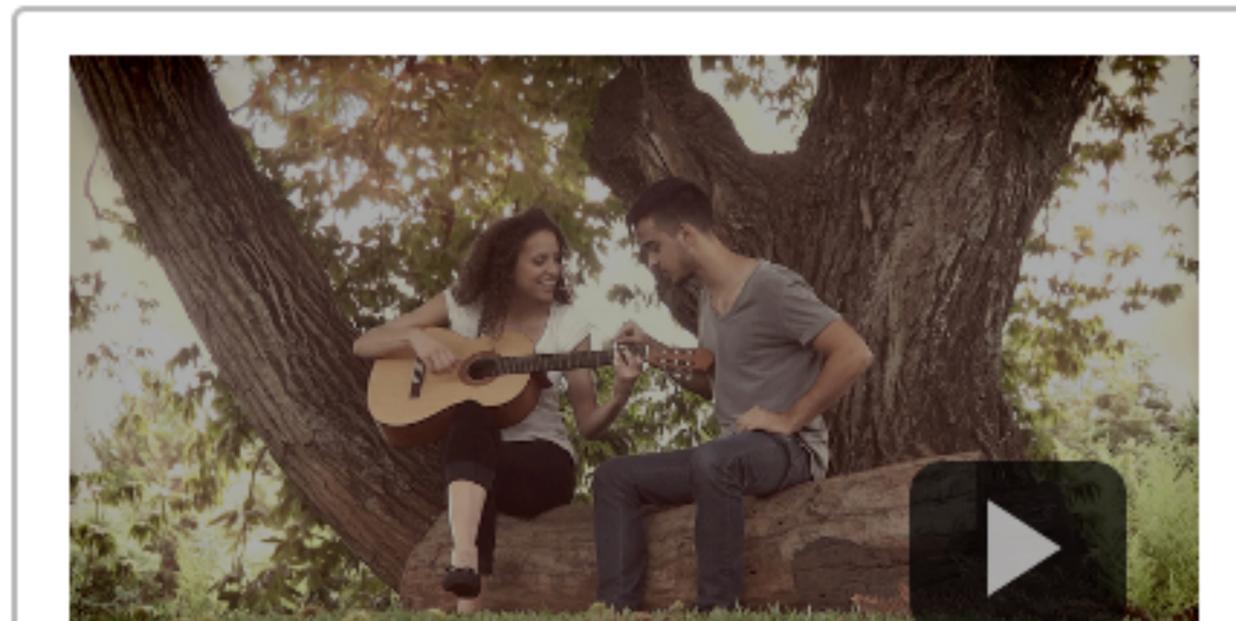
RENT MY SPOT.

It's yours when you need it.
It's cash when you don't.

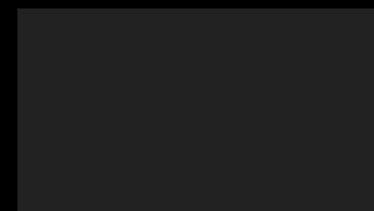


O Bliive é a rede colaborativa de troca de tempo

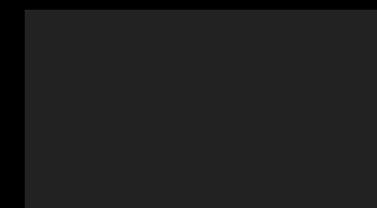
veja como esta inovação já está acontecendo



**E A RELAÇÃO COM O
CONSUMIDOR ?**



A NOVA JORNADA DO CONSUMIDOR.





**CONSUMER IS THE NEW
KING**





USUÁRIOS
DE SMARTPHONE NO
BRASIL

104

MILHÕES

AMPULHETA da JORNADA

Comportamento dos consumidores

Procura genérica

Procura específica

Tirar dúvidas

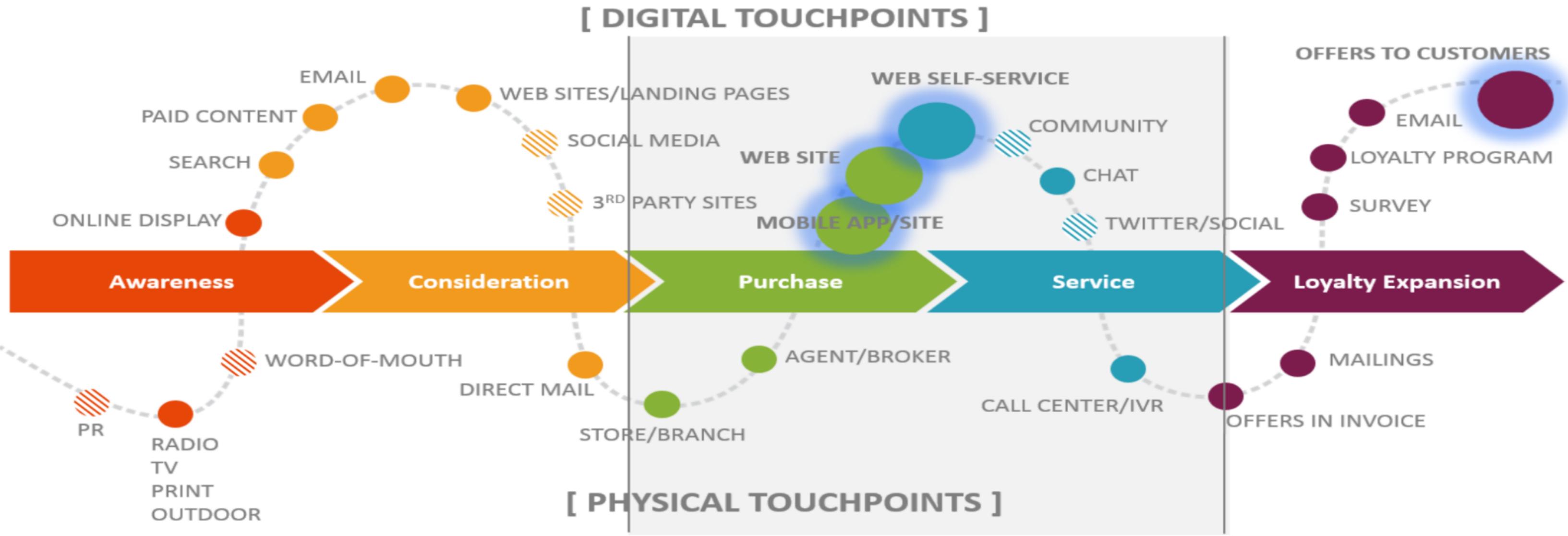
Efetivação compra

Pós venda

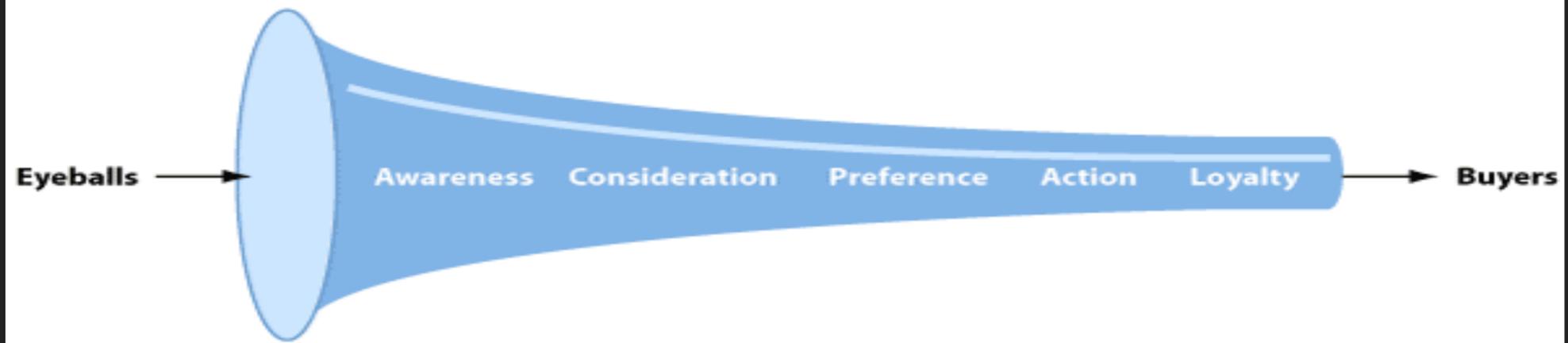
Fidelização

Advogado da marca

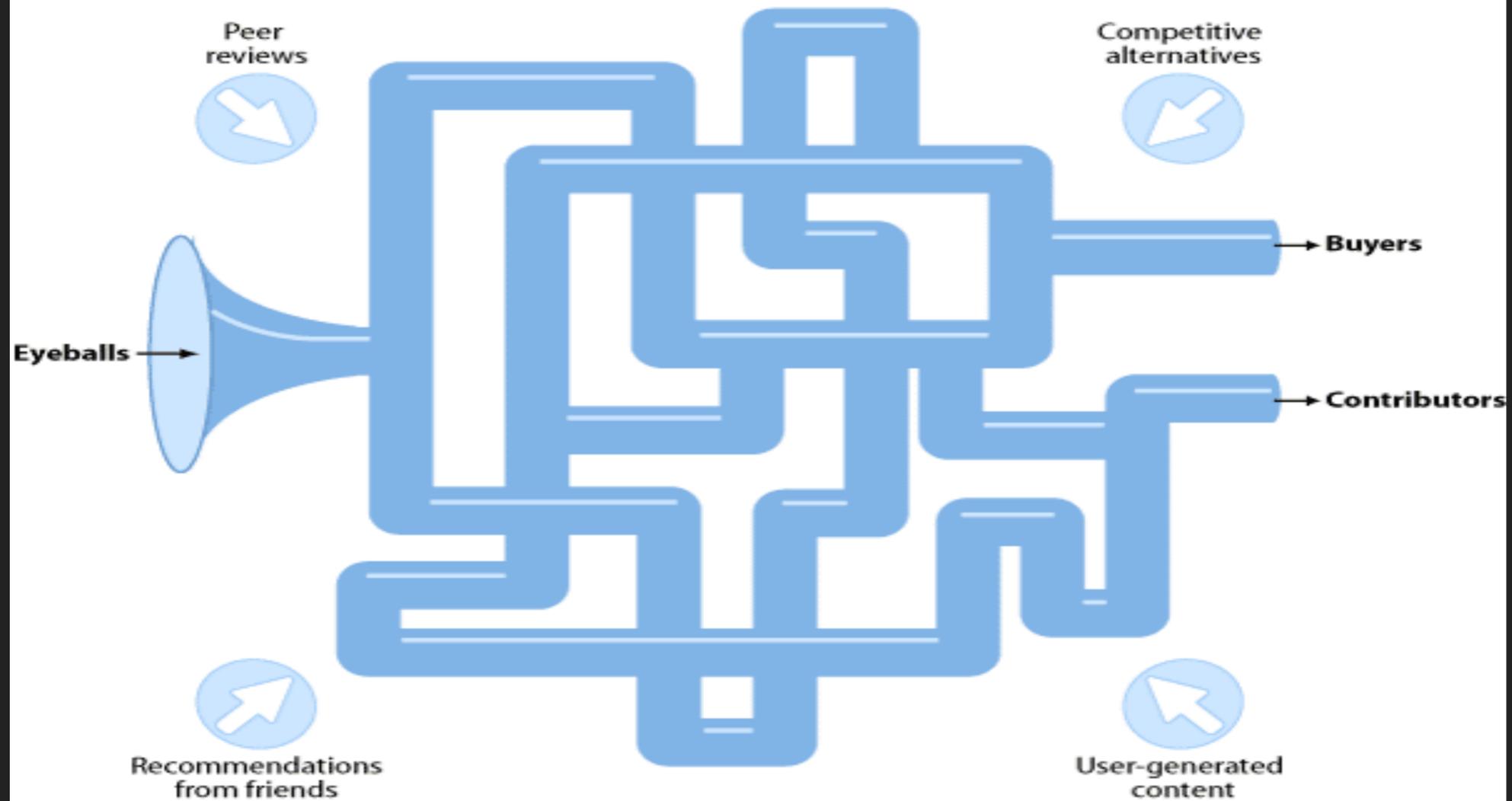




1-1 The traditional marketing funnel



1-2 Complexity lies at the center of the marketing funnel



The New, Non-Linear Purchase Journey



OMNI CHANNEL

- Silos
- Mapa da jornada
- Dinâmica
- Influenciável
- Contínua



OBRIGADO .

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