

SOCIAL MEDIA: FAR BEYOND AUDIENCE MEASUREMENT

Audience is just the tip of the iceberg on a platform where you can measure everything. Unlike TV, in digital interfaces you know how much time users spent looking at the screen, where they clicked, if they commented, liked or shared.

Unlike the living room it is possible to monitor conversations and interfere.

To demystify this scenario we will comment on social networking platforms, conversation monitoring and data analysis with market experts.

If Like doesn't pay the bill where's the social ROI?

Chair: **Edney Souza - Diretor Acadêmico da Digital House Brasil**

Speakers:

- **Rafael Kiso** - Fundador do mLabs and CDO na Focusnetworks - OnLife Marketing Transformation
- **Luciana Maryllac** - Head of Data Intelligence and Social Listening - Focusnetworks
- **Daniela Harumi** - Digital Experience Manager - Social Media – Telefônica



Chair: Edney Souza - Diretor Acadêmico da Digital House Brasil

Academic Director at Digital House Brasil, Organizer of Social Media Week São Paulo, Editor of WordPress.com Brazil blog and Counselor at ABRADi-SP. Graduated in Data Processing from Mackenzie University, with a postgraduate degree in Information Technology Applied to Business by FASP, he has been working with technology and communication since 1990. He is also a columnist about digital culture on Transamérica radio every Tuesday morning in the Despertar program. In 2005 he left the position of Systems Manager to live only by his blog, which started as a personal website in 1997. InterNey.net was recognized as the most popular Brazilian blog in 2006, 2007 and 2008. He was founder in 2006 of InterNey Blogs, Brazil's first professional blog network, a project that was discontinued in 2013. In 2008, he founded Polvora!, a social media agency, where he remained as partner until 2012. He was also an advisor, executive and consultant at boo-box from 2008 to 2015 And adviser of 00k from 2013 to 2016. From 2009 to 2016 he was curator of the Social Media area of Campus Party Brazil and Recife. In 2016 he was recognized by LinkedIn as one of the Brazilians Top Voices. In 2017 he was invited as Brazilian ambassador to Viva Technology Paris. He has been full professor or guest professor at the following institutions: ESPM, FGV, USP, FECAP, SENAC, UNICAMP, COMDPI, UFPA, Casper Libero, PUC-SP, Feevale, FAAP e FUMEC/FCH. Was already been a jury or organizer at those contests: iBest, Top Blog, MVMob, WebCelebBrasil, Melhores da Websfera e Blog Talent Show do youPIX, Pororoca da ABRADi, Concurso Cultural IBM Brasil, Concurso de Mídia boo-box, Peixe Grande, Web Got's Talent da W3C, Campus Future, Hackaton Ford, Pitch Fights da Virada Empreendedora, Prêmio Digital and Prêmio ABRADi. As consultant worked for Disney, Ford, Médicos Sem Fronteiras, Grupo ABC, Automattic, Pag Seguro, IBM, UOL Host, Huawei and SEBRAE-MG.



Rafael Kiso - Fundador do mLabs and CDO na Focusnetworks - OnLife Marketing Transformation

MBA in Marketing from HSM, specialist in Digital Marketing and Innovation Management from ESPM. Rafael Kiso is Chief Digital Officer of Focusnetworks and founder of mLabs, the leading social media management platform in Brazil. Responsible for solutions that boost business and communication through the digital universe for medium and large national and international companies. Source for material in vehicles such as Exame, O Globo, Estadão, Globonews, RecordNews, JovemPan, Meio & Mensagem, Uol, Valor Econômico, among others. In 2017, he was elected the best Digital Planning Professional by ABRADi-SP..



Luciana Maryllac - Head of Data Intelligence and Social Listening – Focusnetworks

Data Scientist specialized in Data Analytics, graduated in Journalism with MBA in Digital Management and Marketing (ESPM) and MBA in Data Science - BigData (FIAP), is responsible for developing activities such as data architecture and governance, planning and project coordination. digital environment metrics, training and workshops on Digital Analytics and Social Listening. In the digital market for almost 10 years, he is currently Head Of Data Intelligence & Social Listening at Focusnetworks, having gone through companies such as Locaweb, Porto Seguro Group and Profit-e E-commerce Solutions. It highlights the skill you most value: connecting the Exact and Technology areas with the "B-A-Bá" of Business and Marketing, which you believe enables greater assertiveness in data management, providing an intelligent analysis and strategy environment.



Daniela Harumi - Digital Experience Manager - Social Media – Telefônica

I am a flexible and multidisciplinary professional with wide experience in Digital. I have ownership in actions for all stages of the client's journey: from the dissemination fronts (media planning, awareness and performance campaigns, activation of prospects, social selling, brand positioning, actions with influencers), environment sales generation digital / e-commerce (ROI / ROAS control, digital projects, LP strategy, inbound mkt, user experience, lead generation, seo, A / B testing, growth hacking, retargeting, mkt automation, chatbots and cart rescue) and client retention (relationship in social networks, sac 2.0, activation of incentive campaigns, relationship and prevention programs to churn, MgM, communication rules, application development). I line up technical knowledge, business vision and curiosity. I am enthusiastic about new technologies and I try to keep abreast of the main trends related to digital transformation. I am passionate about people management and I believe that companies evolve through engaged teams, who value sharing knowledge and are involved in making a difference, no matter the complexity but always balancing concrete data and intuition. I have a knack for identifying opportunities and making them viable. I transform data and insights from behavior, analytics, media, research, social networking and CRM into fronts of product and process improvement. I make presentations to executive committees and stand by what I believe. I have experience in methodologies of co-creation and facilitation: Design Thinking, Sprint Design and the like.