

WHAT WE ARE KNOWN FOR, AND TO WHOM

Position

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Where we actually stand

POSITION

| *We are known by the people who already use us, and by almost nobody else.*

The number behind it

0.48%

click-through on non-brand impressions, against 13.4% on brand terms.
The demand exists. The recognition does not.

What people say

In their words, not ours

EVIDENCE

| *Quote a real customer, including the part that is unflattering. A deck of selected praise reads as a deck of selected praise.*

What changes

PLAN

Three moves, each with an owner and a date. A strategy that survives contact is one where somebody can be asked about it in six weeks.

In summary

What to take away

CLOSE

| *One sentence, the same one you opened with. A talk whose closing line differs from its opening claim has changed argument somewhere in the middle.*

Sources and further reading

APPENDIX

List where every number came from. A deck that cites nothing is asking to be trusted on presentation quality alone.