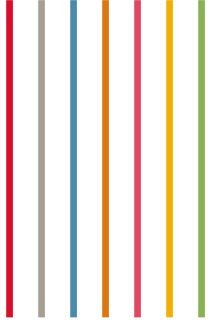


# Fernando Aguilera

Head of Sales & Expansion  
@ Reservamos SaaS



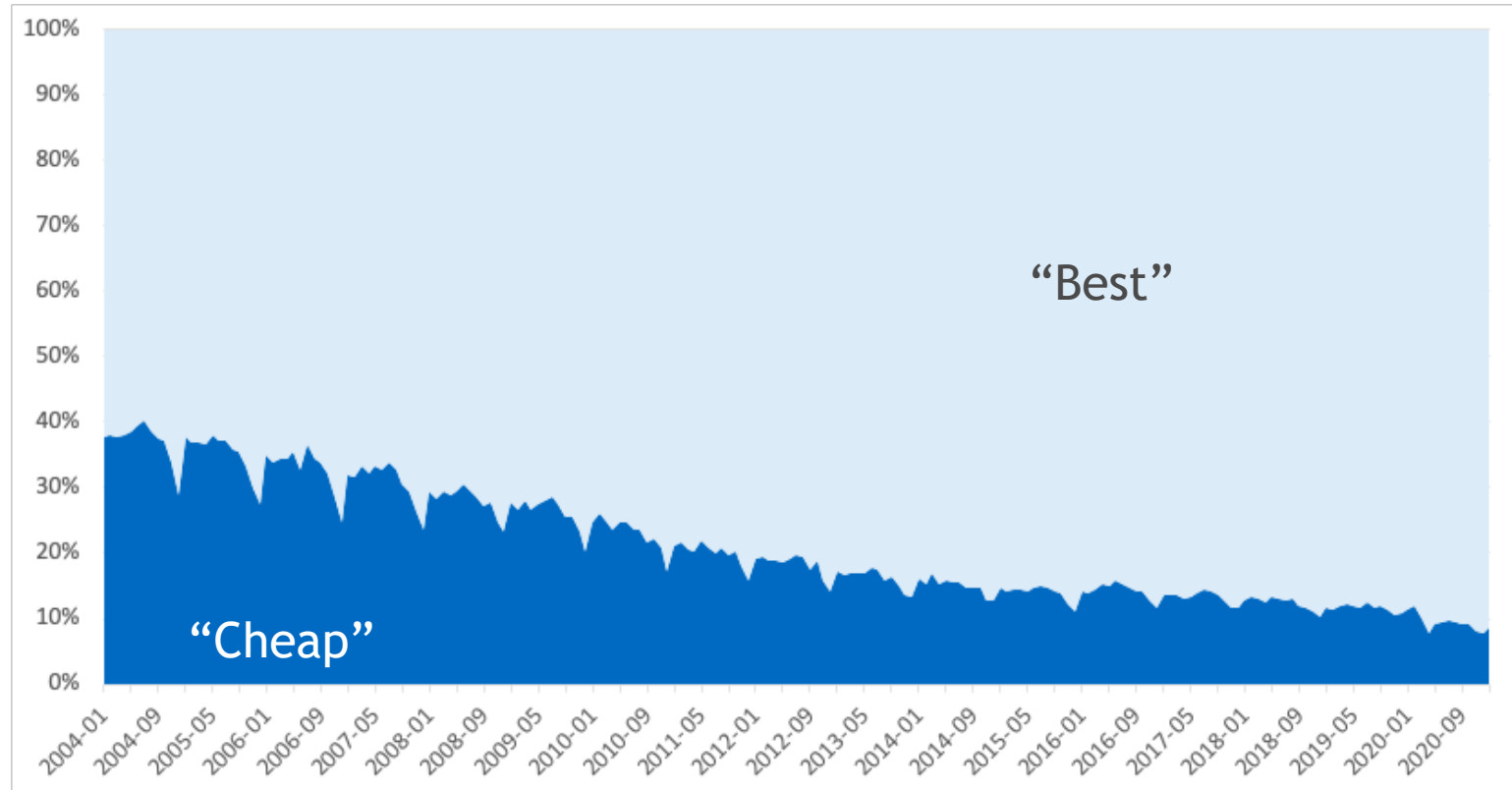


# The market is being reset!

An opportunity to **capture market** share with customer oriented innovation.



# 9 out of 10 users are looking for experience / quality over price



Fuente: Google trends worldwide



# Direct to Consumer (D2C) brand explosion is a trend in every market

**Gillette**



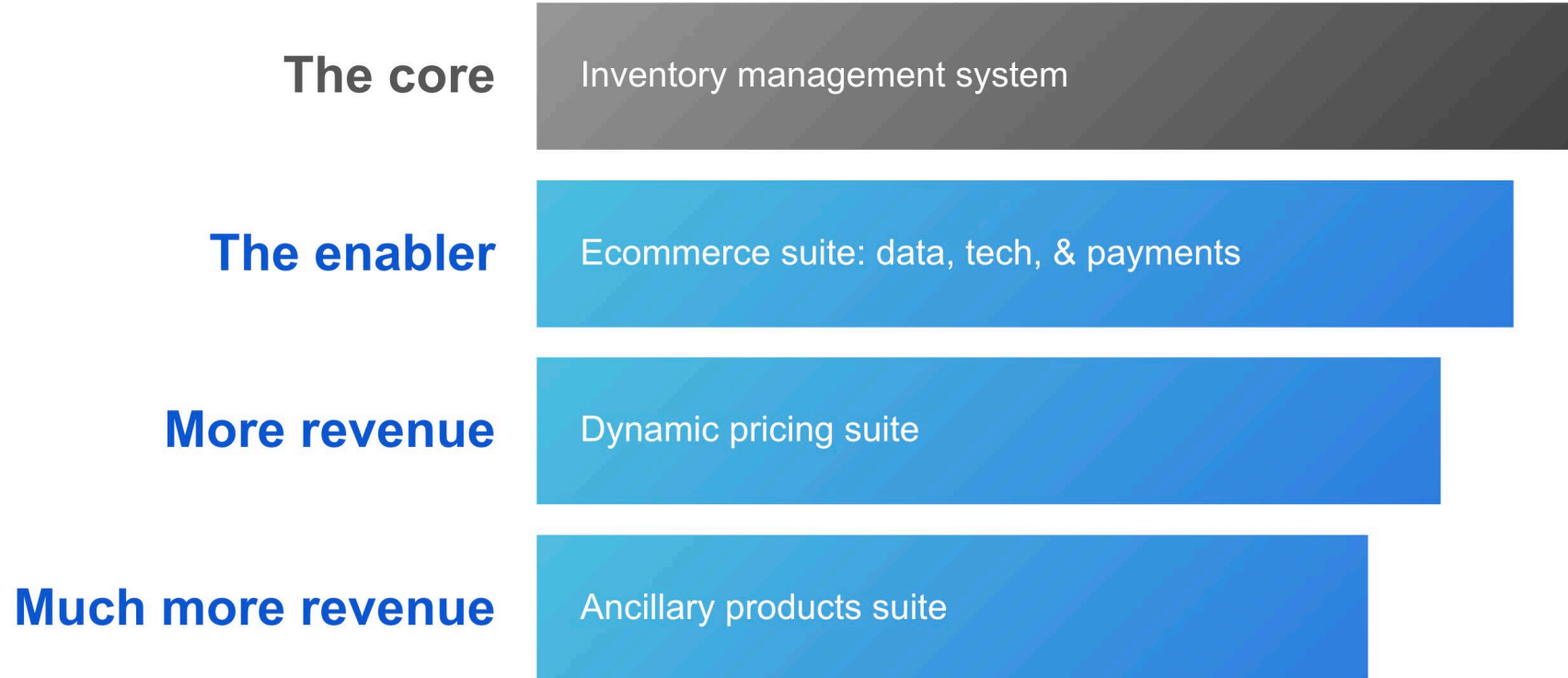
**DOLLAR SHAVE CLUB**



Founded in 2011, Dollar Shave Club focused 100% on providing the great service coupled with a robust digital strategy. It captured 53% of the online market and 8.5% of total share by 2018



# Competing against massive marketing budgets is tough.



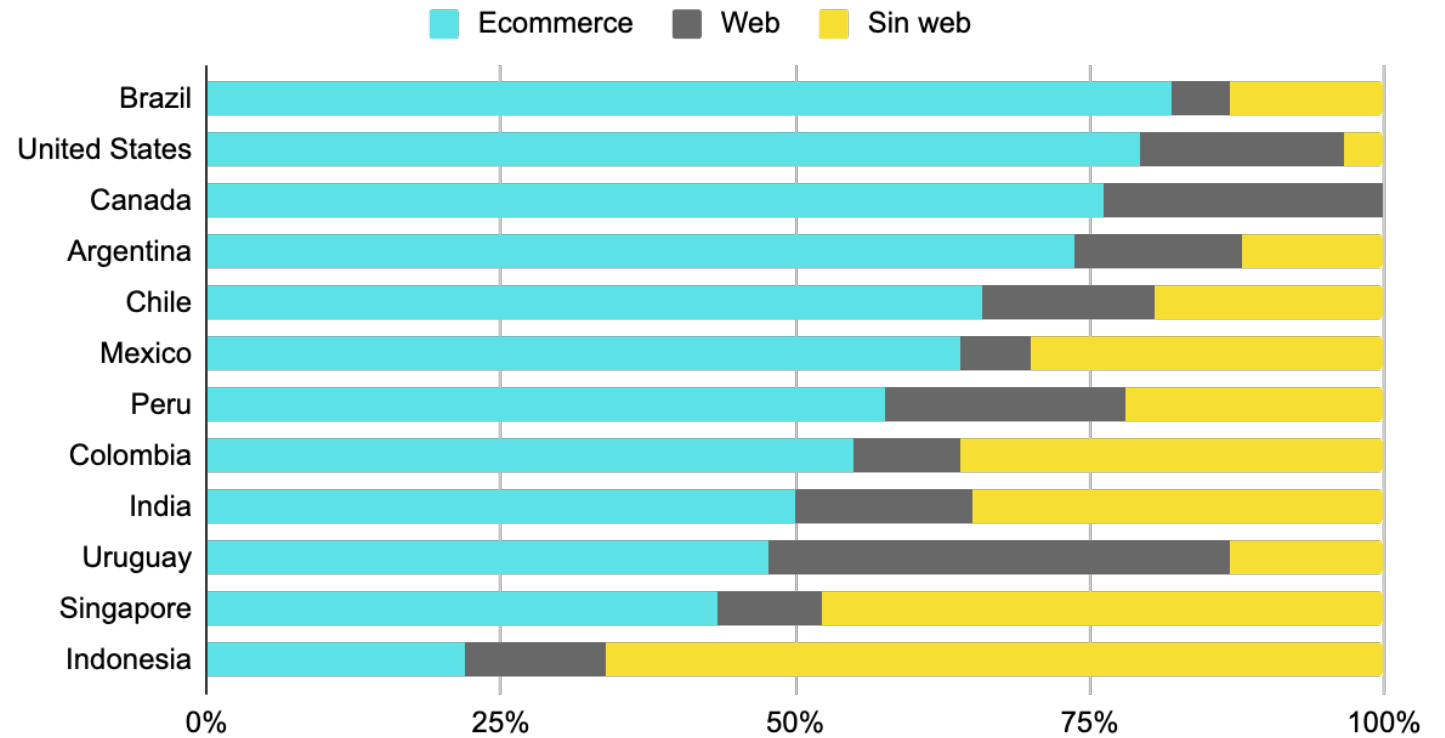
# 20% of bus brands do not have an e-commerce site

The right time to double down on digital.

An opportunity to increase sales and market

share

Source: Reservamos SaaS research



# Key Takeaways

1. The market is being reset. A tremendous opportunity for all.
2. Customer oriented innovation is the key to success.
3. Direct to Consumer (d2c) brands are exploding across all categories.
4. Competing in digital requires focus, investment, and strong partners.
5. Focus on strengthening your **brand.com** over any other sales channel.



## About Reservamos SaaS

**We help bus companies outperform  
by enabling smarter selling in the digital economy**

Hit me up  [fernando@reservamos.mx](mailto:fernando@reservamos.mx)

*Head of Sales & Expansion*

*Trusted by top brands globally*

**Primera Plus** 

 Grupo  
**VENCEDOR**

  
*Greyhound*

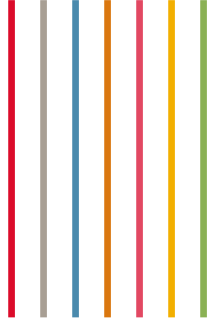
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