



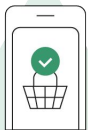
**DRIVE-TO-STORE:
ORCHESTRATE
DIGITAL CHANNELS
TO SUPPORT A NEW
STORE OPENING**

STORE IS.



**Automotive
Accessory
Brand**

GOALS



Support the **opening** of a **flagship store** through an **omnichannel strategy** that generates **awareness, leads** and **traffic** either offline and online



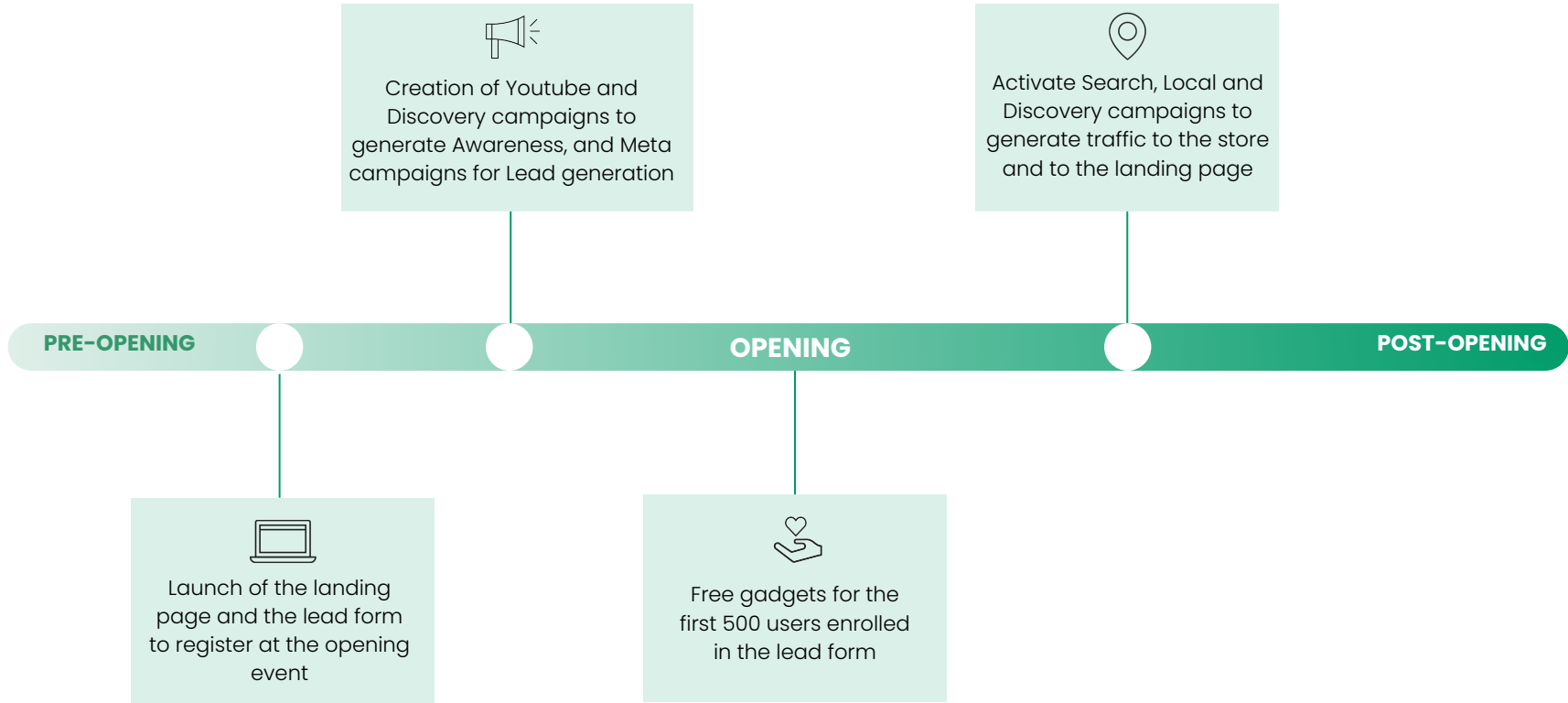
Increase **footfall to the store** on the first **days of opening**



Support the visibility of the store in the **post-opening** phase by continuing to generate **traffic** to the dedicated landing page



OUR APPROACH



KEY WINS

GOALS

1 Support the **opening** of a **flagship store** through an **omnichannel strategy** that generates **awareness, leads** and **traffic** either offline and online →

2 Increase **footfall to the store** on the first **days of opening** →

3 Support the visibility of the store in the **post-opening** phase by continuing to generate **traffic** to the dedicated landing page →

RESULTS

4M Impressions
+34K Sessions to the lead form page
+2400 Leads collected by Meta

4.727 Footfall to the store on the opening day
+9.000 Total accesses to the store in the first three days

9M Impressions
+30K Sessions to the landing page
(80% of the total)

**WANT TO LEARN
MORE?
LET'S TALK :)**

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