

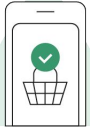


**ENHANCING
PERFORMANCE
MARKETING
THROUGH
STRATEGIC
CONSULTING**

STORES.



PROJECT GOALS



Supporting the European Ecommerce Team to create a strong and effective performance marketing strategy



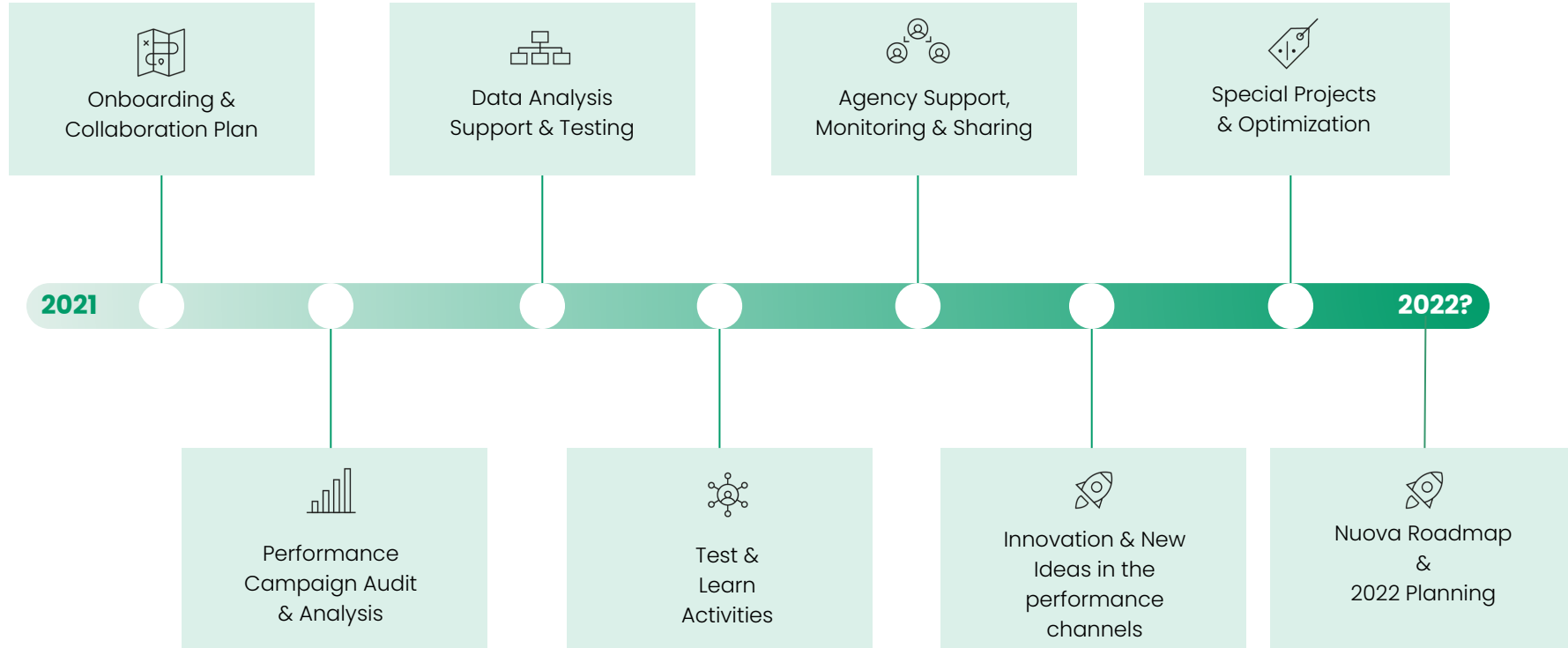
Bringing innovation and a different point of view in performance marketing, working side by side with the Diesel Team and their Media Agency



Balancing efficiency and return on investment



OUR APPROACH



KEY WINS

GOALS

- 1 Supporting the European Ecommerce Team to create a strong and effective performance marketing strategy
- 2 Bringing innovation and a different point of view in performance marketing, working side by side with the Diesel Team and their Media Agency
- 3 Balancing efficiency and return on investment



KEY OUTCOMES

Process Consolidation & Set Up of Standard Routines

Supporting the Diesel In-house Team to establish standard processes and routines

Improved shopping & retargeting performances through Catalogue analysis

Launch of Special Projects (e.g. marketplaces)

Improved acquisition and retention through enhanced bid strategies and a reviewed budget allocation (with Google Search Ads 360)

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

STOREIS.

via Carlo Leoni, 7
35139 Padova (Italy)

 (+39) 049 738 6284

 info@store.is

store.is