



**SUPPORTING THE  
BRAND IN THE  
EVOLUTION OF  
DIGITAL CHANNELS**

**STOREIS.**



**ETRO**

## PROJECT GOALS



Assist the brand in its digital transformation through thorough strategic and operational support



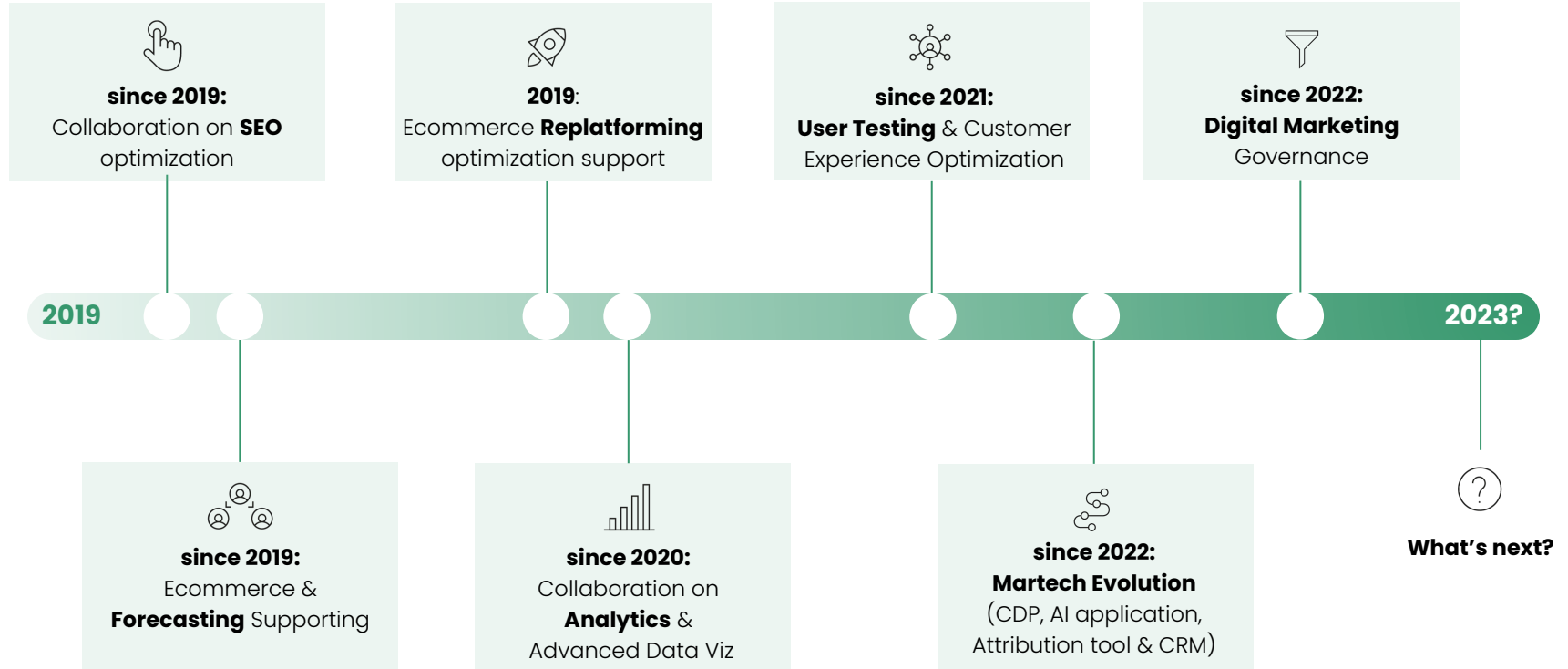
Help the brand in the evolution of the ecommerce channel, adopting new digital channels and improving both retention and the acquisition of new customers



Support the brand at 360 ° in digital marketing activities and in the most crucial phases of growth



# OUR APPROACH

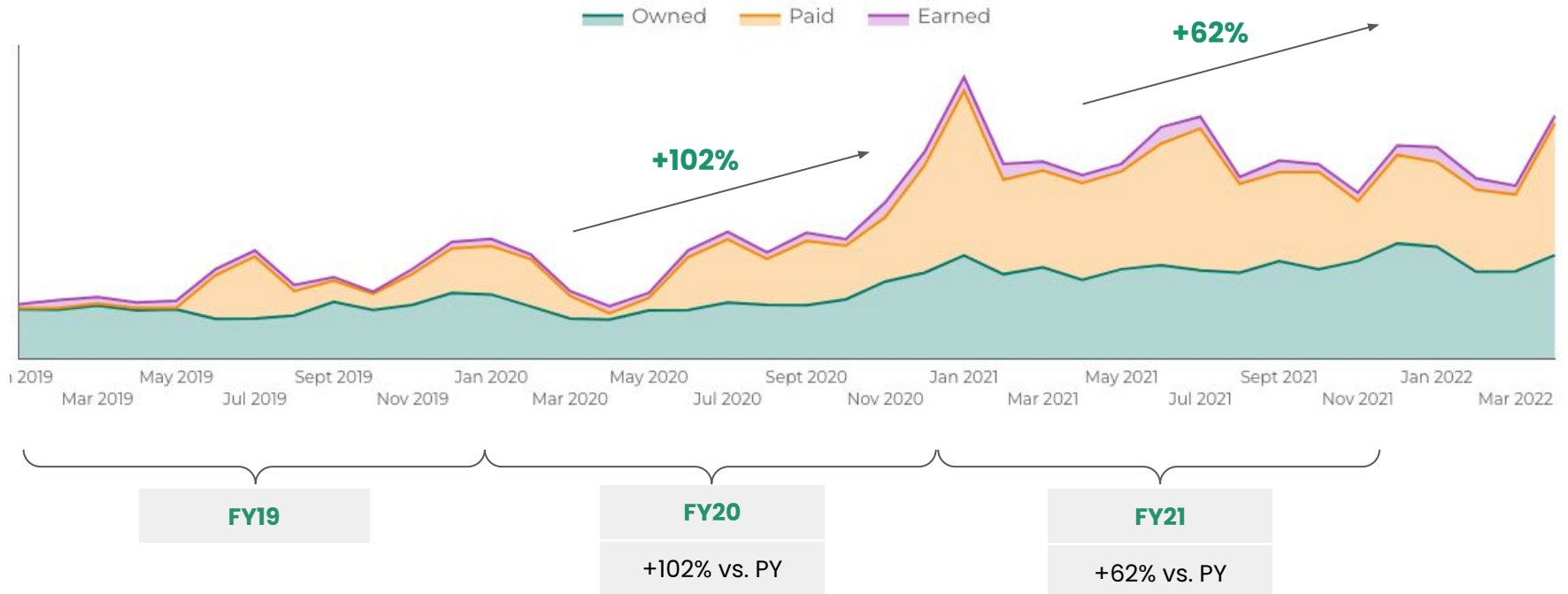


# REVENUE: GROWTH ON ALL FRONTS

**Paid:** Search engines, social Ads, affiliation, display, etc.

**Owned:** Organic, direct and referral traffic.

**Earned:** Emails, posts from social official accounts.



# KEY WINS

## GOALS

**1** Assist the brand in its digital transformation through thorough strategic and operational support



**2** Help the brand in the evolution of the ecommerce channel, adopting new digital channels and improving both retention and the acquisition of new customers



**3** Support the brand at 360 ° in digital marketing activities and in the most crucial phases of growth



## RESULTS

**Significant growth in ecommerce year over year:**  
**+ 227% revenue** from 2019 to 2021  
**+ 170% sessions** from 2019 to 2021

Strong orientation to **Martech, with the adoption of increasingly advanced tools:**

- **Personalized user experiences** based on audiences (Salesforce Commerce Cloud)
- **Advanced reporting with CRM** (via Salesforce Marketing Cloud)
- Exploration for the adoption of a **CDP**
- **Attribution tool** for analyzing user journeys

**Ecommerce has grown thanks to ongoing support in all major areas of digital marketing** (SEO, UX & CRO, Marketing, Martech) and, above all, in crucial phases such as that of **global replatforming**.

**...WANT TO  
LEARN MORE?  
LET'S KEEP IN  
TOUCH:)**

**STOREIS.**

via Carlo Leoni, 7  
35139 Padova

 (+39) 049 738 6284

 [info@store.is](mailto:info@store.is)

**store.is**