



**OPTIMIZE DIGITAL  
ACTIVITIES  
THROUGH  
PERFORMANCE  
MARKETING AUDIT**

**STOREIS.**



**Fashion Retail  
Brand**

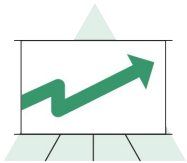
## GOALS



Identify **missed opportunities** and **ideas for improvement** related to digital marketing activities currently in place



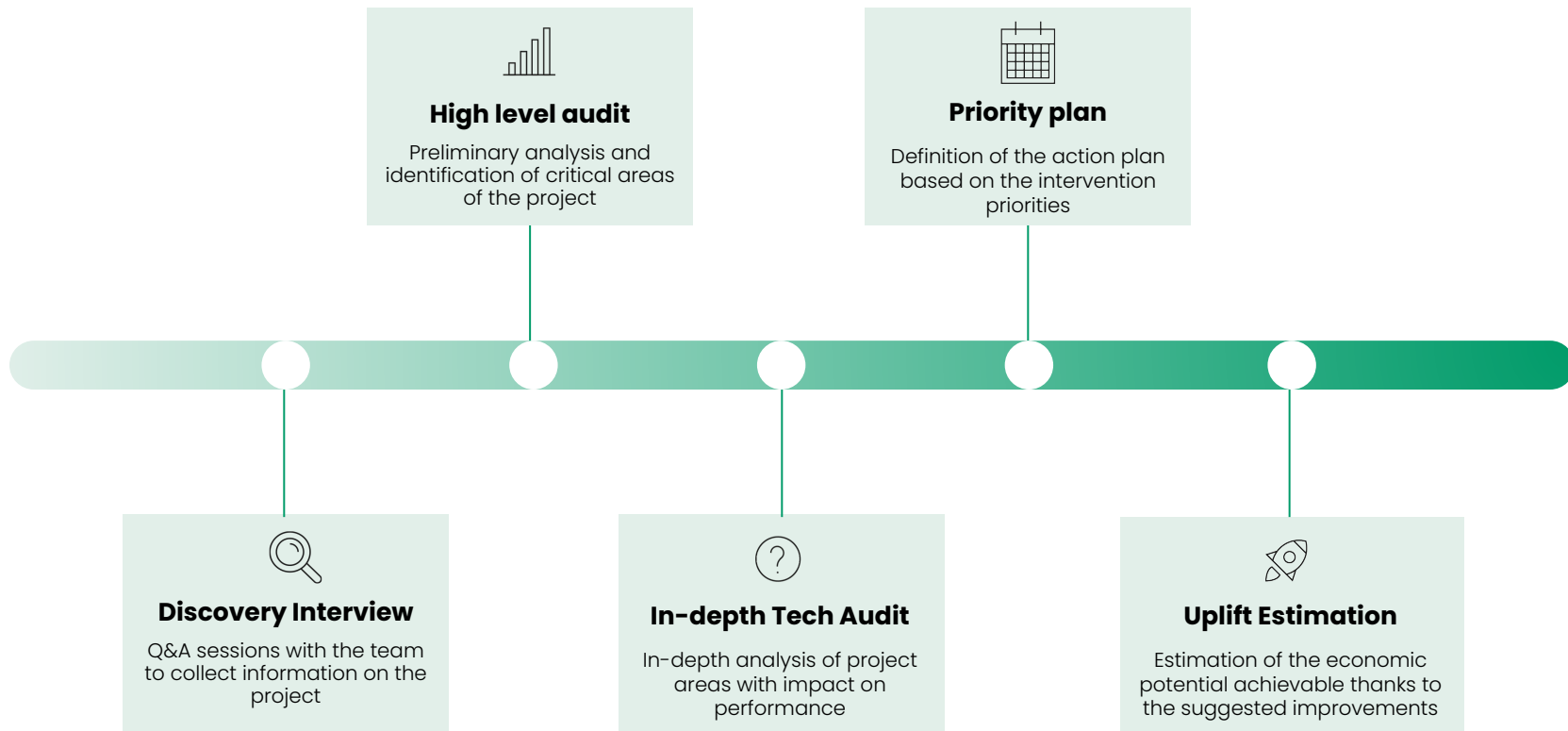
Identify **possible improvements** in **internal management** processes and with current **suppliers**



Increase **awareness** of the impacts achievable if the **Priority Plan were applied**



# OUR APPROACH



# OUR APPROACH



## 1 Discovery Interview

In the project start-up phase, we organized **several Q&A sessions** between Storeis and the Brand for the **collection of information** useful for structuring the audit. In particular:

- **platforms access** and data sharing
- preliminary light discovery of the project
- first **Q&A** session with main stakeholders
- second **Q&A** session (for refinement and details)



## 2 High-level Audit

Secondly, an **analysis of the main ecommerce KPIs** was carried out, verifying the **distribution of investments** and results broken down by

- country
- channel
- product category

and comparing the as-is strategy with the project objectives, in addition to **reviewing the management processes**



## 3 In-depth Tech Audit

The **technical setups** of the accounts and campaigns were verified and analyzed and an **assessment** was made on the **status of each project area**, identifying the **level of intervention priority**.

Following this path, the **assessment of missed opportunities status, potential optimizations**, and **ideas for improvement** were summarized in a **Priority Plan**.

# KEY WINS

## OBJECTIVES

- 1 Identify **missed opportunities** and **ideas for improvement** related to digital marketing activities currently in place
- 2 Identify **possible improvements** in **internal management** processes and with current **suppliers**
- 3 Increase **awareness** of the impacts achievable if the **Priority Plan were applied**



## RESULTS

### Priority Plan

Definition of a Priority Plan for the **grounding of technical actions** to improve campaigns and **strategic budget management**

### Project Governance

Assigning responsibilities among the **project stakeholders** and setting up the project routine

**+800k /  
1MLN €**

Potential Annual Revenue Uplift

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