



**PHILIPPE MODEL:
SUCCESSFULLY
SUPPORTING A
DIGITAL
TRANSFORMATION
PROJECT**

STOREIS.



PHILIPPE MODEL
PARIS

GOALS



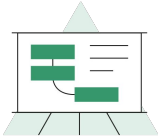
Help Philippe Model improve its digital presence and make ecommerce more efficient with a scalable and modern platform in order to increase margins



Optimize the media plan to increase visibility and conversions



Restructure the CRM to improve customer relationship management



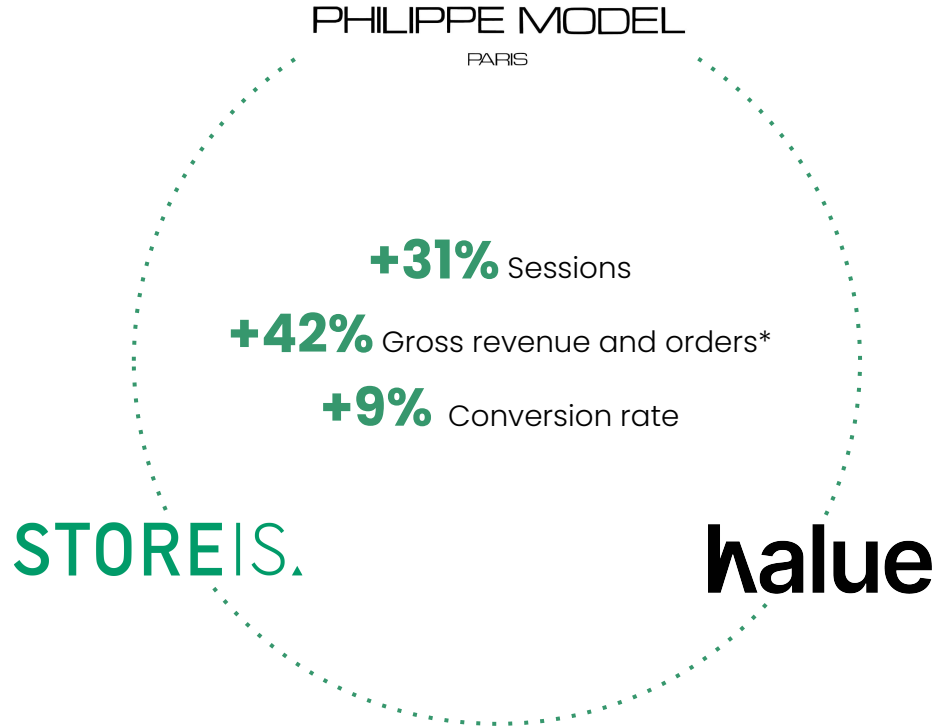
Implement a cross-channel reporting system for better data and budget management



Train the internal team and support HR with strategic hires



WORKING WITH PHILIPPE MODEL AND HALUE LED TO SIGNIFICANT RESULTS

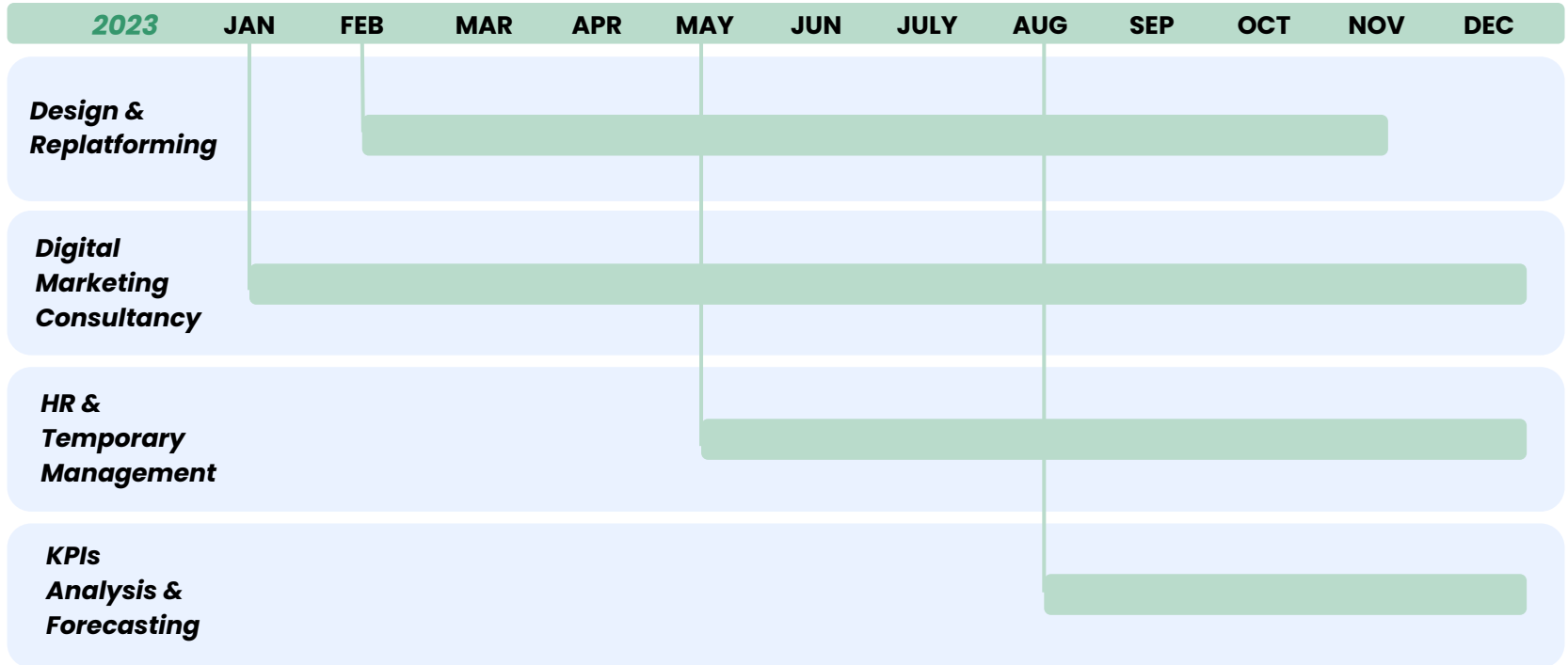


Source: Philippe Model and GA4 internal data, January - August 2024 vs PY
*assuming stable AOV and unchanged trade policy YoY

WE LED THE DIGITAL TRANSFORMATION PROJECT ON SEVERAL FRONTS TO ACHIEVE THESE GOALS

TRANSFORMATION AREA	IT & TECH	MARKETING	HR	ANALYSIS & FINANCE
INVOLVED TEAMS	PHILIPPE MODEL (IT & Tech Team, Ecommerce Team) + HALUE + STOREIS	PHILIPPE MODEL (Marketing & Comms, Ecommerce Team) + STOREIS	PHILIPPE MODEL (Marketing & Comms, Ecommerce Team) + STOREIS	PHILIPPE MODEL (Finance, Marketing & Comms, Ecommerce Team) + STOREIS
CORE ACTIVITIES	<i>Replatforming</i>	<i>Digital Marketing Consultancy</i>	<i>HR & Temporary Management</i>	<i>KPIs Analysis & Forecasting</i>
DESCRIPTION	To ensure a smooth migration to the new platform , we worked with Halue and the Philippe Model team	We support Philippe Model 360 degrees in all areas of digital marketing	We worked to support the Philippe Model team by identifying the people they needed to reduce the overall burden on the team	We developed a forecasting model to estimate key marketing and sales KPIs in ecommerce and created a cross-channel analytics system with monthly strategic reports shared with the board
TIMING	8 MONTHS	FULL YEAR	1 MONTH	2 MONTHS

WE LED THE DIGITAL TRANSFORMATION PROJECT ON SEVERAL FRONTS TO ACHIEVE THESE GOALS



WE STARTED WITH SHARED PLANNING AND GOALS

FORECASTING

To create the **2024 forecast**, we took an approach that **involved the finance and merchandising teams**, as well as the **ecommerce and marketing teams**.

CROSS-CHANNEL REPORTING

We have been working with Philippe Model for a long time to produce monthly strategic reports which are then presented to the Board of Directors.

Depending on the requirements, the reports are designed to:

- **Analyze and evaluate ecommerce performance trends and developments**, with input from the internal team, for sales and media planning insights.
- Compare collected data to **market trends of other players in the industry or related industries**
- **Evaluate ecommerce performance against retail performance** to gain insight into brand sales results

KEY WINS

Become more aligned with corporate goals and clearly understand overall results

Working with the teams, we were able to **create a forecast that analyzed not only the direct return of digital marketing activities, but also the influence of product decisions and pricing strategies**.

In addition, the ability to **analyze the results at 360°** in relation to each practice was **crucial for the proper management of the digital strategy**.

WE WORKED WITH HALUE TO MANAGE THE TECHNOLOGICAL EVOLUTION OF PLATFORMS

REPLATFORMING FROM ADOBE COMMERCE TO SHOPIFY PLUS

Halue supported the redesign and managed the migration of Philippe Model's ecommerce platform from Adobe Commerce to Shopify Plus, ensuring a smooth transition and improving the site's operational efficiency.

INTEGRATING AN EXTERNAL CMS

To provide greater flexibility in content management, Halue integrated an external CMS, making the system more agile and facilitating constant updates to the site.

IMPLEMENTING A HEADLESS ARCHITECTURE

A headless architecture was implemented with Hydrogen and Oxygen - a new headless stack provided and included by Shopify for Plus customers - separating the front-end from the back-end of the platform. This approach resulted in improved site performance while allowing for greater customization of the user experience.

KEY WINS

Lower operating costs

- 38% in technical operating costs
- 56% platform costs

Optimised performance

Migrating to Shopify Plus and headless architecture with Hydrogen and Oxygen significantly improved site performance, making it faster and more scalable.

WE FOCUSED ON USER EXPERIENCE

SEO MIGRATION MANAGEMENT

We worked in synergy with Halue and Philippe Model team to ensure that the SEO migration from the old to the new platform went smoothly: **this avoided the risk of losing the search engine rankings we had already achieved and compromising our organic traffic performance.**

UX IMPROVEMENT

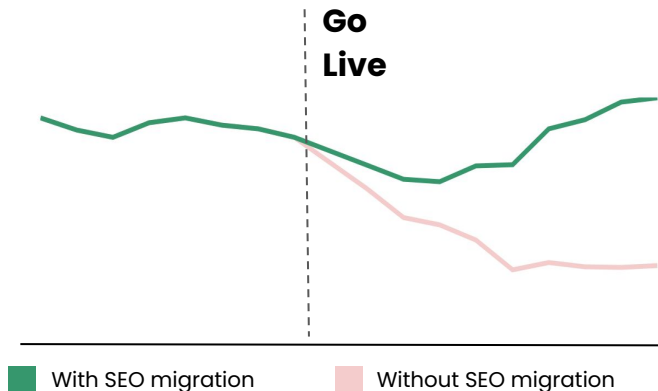
A complete user experience analysis was provided, highlighting **critical issues and opportunities for improvement prior to the intervention**, and **optimizing the design to facilitate navigation and purchase** on the site.

KEY WINS

Smoother site experience

+42% page views per session (**5.8 vs 4.1**)

+30% sessions with active user involvement



WE WORKED ON WEBSITE OPTIMIZATION AND INVESTMENT EFFICIENCY

MEDIA PLANNING

In collaboration with the ecommerce and marketing team, we have and work with a full funnel perspective to ensure that Philippe Model's on and offline communications are consistent throughout the user journey, working with both ROI and awareness objectives.

FEED MANAGEMENT

We supported the integration of Lengow to optimize product feed management and improve digital channel distribution.

CRM RESTRUCTURING AND CONTENT SUPPORT

Following the definition of brand personas to optimise CRM strategies and personalise the approach to customers, we supported Philippe Model in content management and optimisation.

ONGOING SUPPORT ON ADV, SEO AND DIGITAL ANALYTICS ACTIVITIES

KEY WINS

Improved feed-based campaign management

With a **feed management tool**, you can more easily **manage campaigns and customize feeds** to **meet the needs of each channel**.

Improved email channel performance

+58% sessions

+150% gross revenue and orders*

+40% conversion rate

Source: GA4, January - August 2024 vs PY

*assuming stable AOV and unchanged trade policy YoY

WE ALSO HELPED THE BRAND GROW ITS ECOMMERCE AND MARKETING TEAM

HR & TEMPORARY MANAGEMENT

We worked with Philippe Model's team to **identify the gray areas and missing people needed to support** them during this evolutionary phase.

While waiting for the new resources, we supported Philippe Model by bringing in a consultant from the Storeis team to focus on the management of the pre- and post-replatforming ecommerce operations.

KEY WINS

"In the transition to Shopify, the insertion of a consulting figure from Stories was essential, with the mission to help the team in the management of the ecommerce operations before and after the replatforming, until the entry of new dedicated resources. With the introduction of the new figure, a training and handover was then carried out, allowing the new addition to work in full autonomy in a very short time"

- *Grazia Albanese,*
Head of Digital Marketing and
Ecommerce @ Philippe Model

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