



**PIAZZA ITALIA:  
LEVERAGE  
DRIVE-TO-STORE  
TO INCREASE TRAFFIC  
AND PERFORMANCE  
OF NEW STORES**

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**PIAZZA ITALIA**

# CASE STUDY PIAZZA ITALIA

## Main Challenge

Measuring the **effect of Drive-to-Store digital activities** on sales in two new Piazza Italia stores.

## How To

The creation of a **media plan** that included different types of campaigns located in the vicinity of the stores, in addition to the **creation of a unique coupon to be redeemed at the stores checkout** within the first 14 days of opening, and finally the insertion of UTM for **widespread tracking**.

## Key Wins

- **20%** of those who downloaded the coupon made a **purchase in-store**, generating a turnover that led to a **ROAS >6x** in the Drive-to-Store activity
- Generation of **new customers: 95%** of those who redeemed the coupon in-store had never purchased from Piazza Italia\*
- Obtaining **data-driven insights** on all the parameters tracked that can be used as key learning for the next Drive-to-Store activities.

(\* from registered / logged in)

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a different story

## NEW OPENING 1

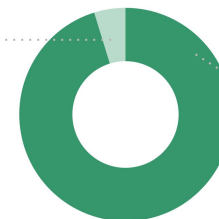
PIAZZA ITALIA

### In Store performance

Target.	CR in store	Fatturato in store %
Target 1	21.68%	49.02%
Target 2	20.12%	27.69%
Target 3	25.27%	10.27%
Target 4	47.97%	7.17%
Target 5	26.76%	5.84%

Creativity.	CR in store	Fatturato in store %
Creatività 2	21.44%	69.23%
Creatività 1	22.93%	19.89%
Creatività 3	25.27%	10.88%

5% existing clients



95%  
new clients

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