



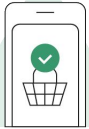
**ACCELERATING  
DIGITAL  
EVOLUTION**

**STORES.**



**ROSSIGNOL** 

## GOALS



Support the Rossignol brand in the digital world through both strategic and operational support



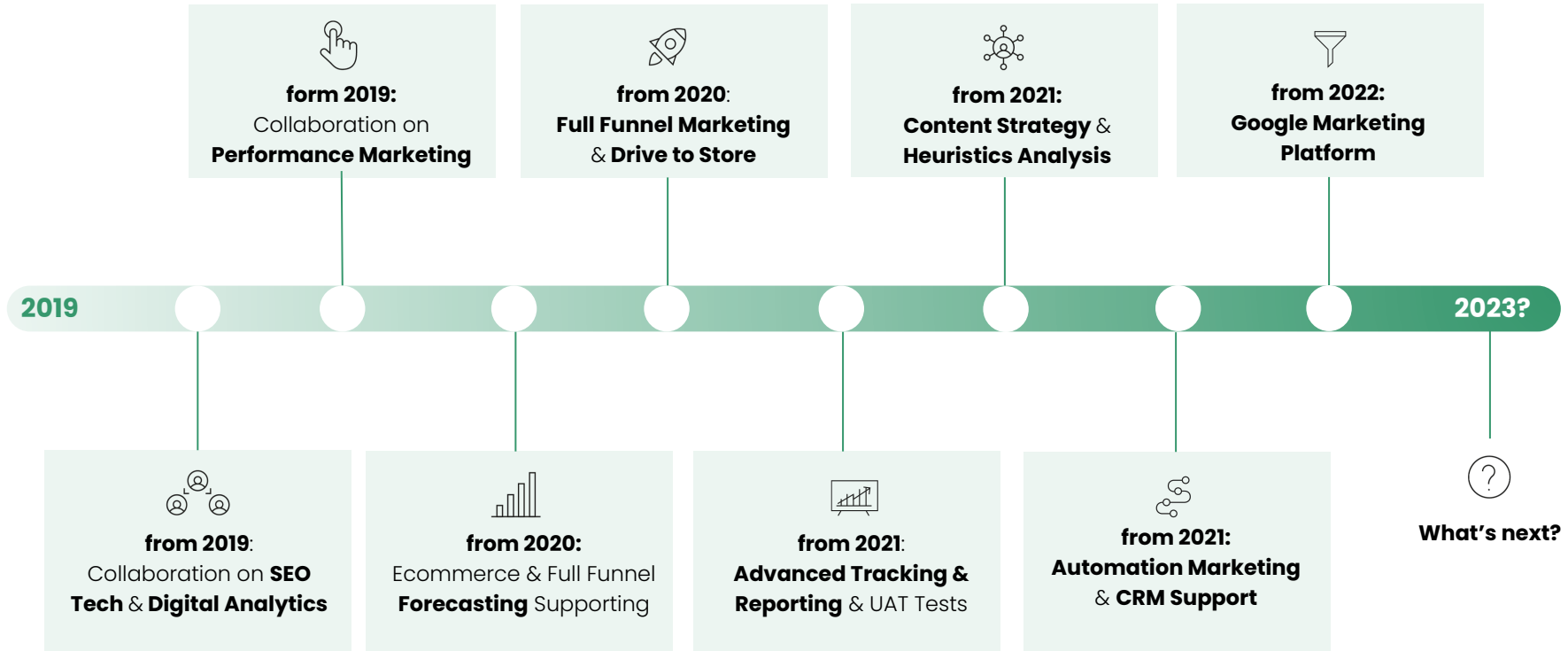
Assist Rossignol in the evolution of ecommerce, adopting new channels and digital tools to improve both loyalty and the acquisition of new customers



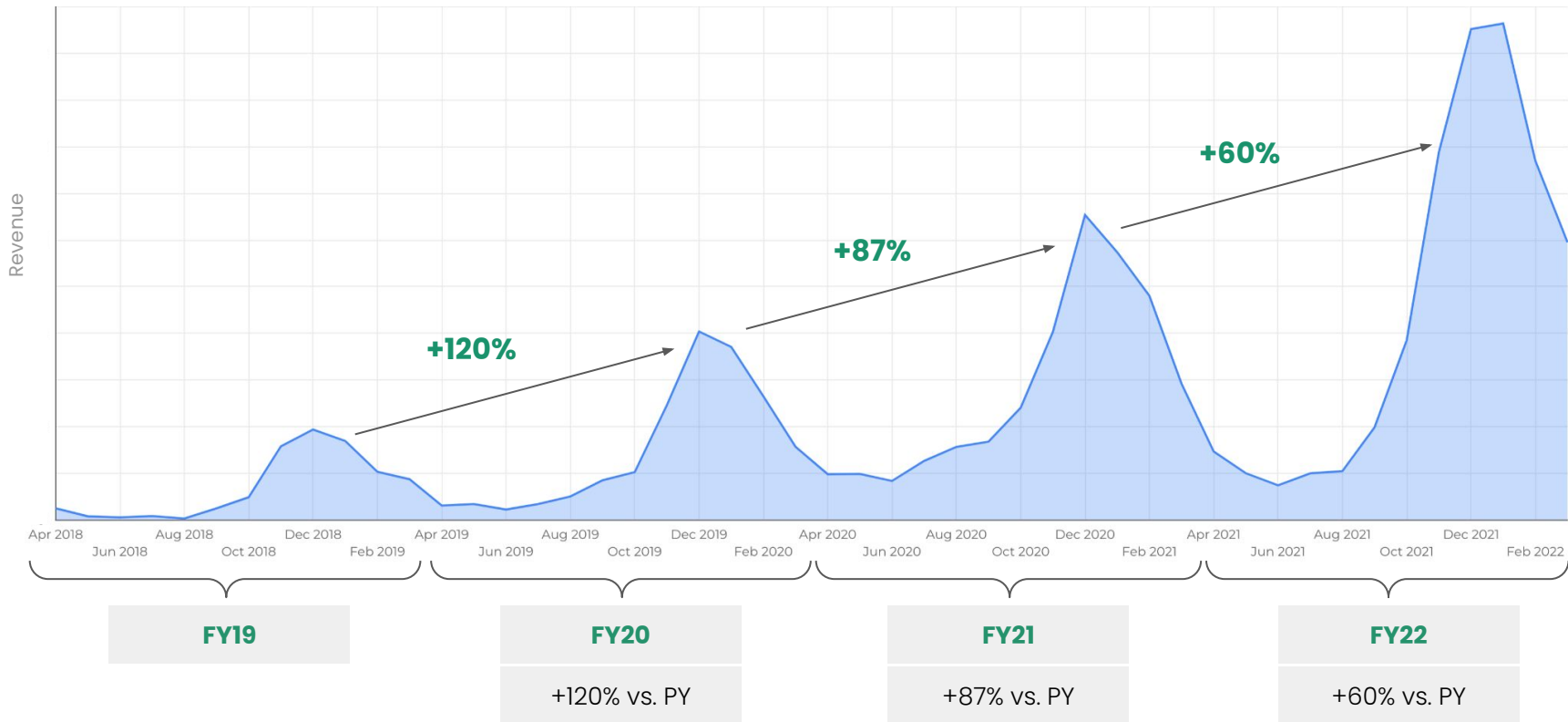
Assist the brand in the most crucial phases of growth with a 360 ° approach to digital marketing



# OUR APPROACH



# A SIGNIFICANT GROWTH, YEAR AFTER YEAR



# KEY WINS

## GOALS

**1** Support the Rossignol brand in the digital world through both strategic and operational support



## RESULTS

**+196% revenue** from FY 2019 to FY 2021  
**+197% transactions** from FY 2019 to FY 2021

**2** Assist Rossignol in the evolution of ecommerce, adopting new channels and digital tools to improve both loyalty and the acquisition of new customers



### Strong focus on Performance, through an increasingly evolved approach:

- **Advanced dashboards** to monitor the results of ecommerce and related activities (eg. Sales Management)
- Advanced reporting with **CRM** (via **Salesforce Marketing Cloud**)
- **Google Marketing Platform** and adoption of a **Full Funnel Marketing** approach

**3** Assist the brand in the most crucial phases of growth with a 360 ° approach to digital marketing



**Growth of ecommerce** through support in **all major areas digital marketing** (SEO, UX & CRO, Marketing, Martech)

**...WANT TO  
LEARN  
MORE?  
LET'S TALK!**

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