



**SUCCESSFULLY
EMBRACING THE FULL
FUNNEL CHALLENGE**

STOREIS.



Santoni

GOALS



Reach existing targets and acquire new targets with an impactful brand message, increasing visibility and advertising exposure time



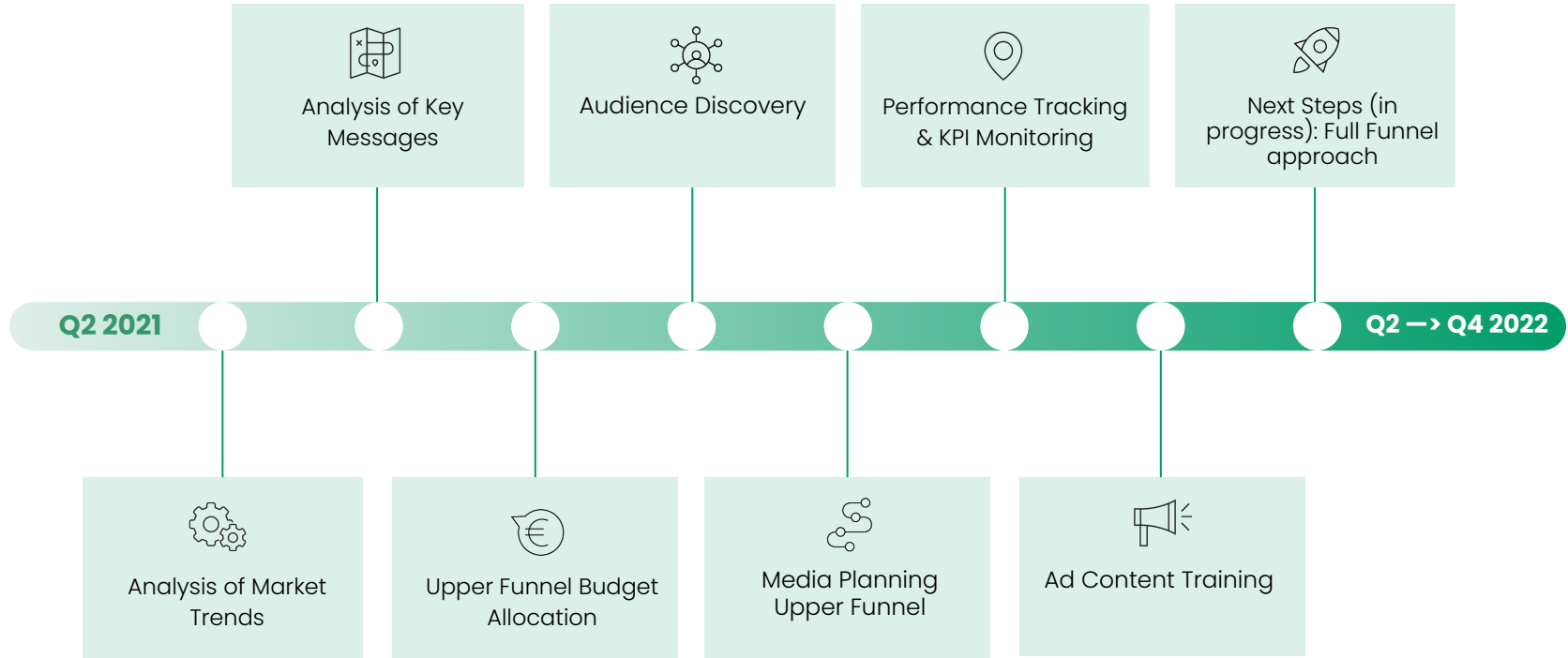
Increase traffic to the ecommerce site by obtaining quality sessions



Increase the frequency of exposure to messages to boost spontaneous recall and awareness



OUR APPROACH



KEY WINS

GOALS

- 1 Reach existing targets and acquire new targets with an impactful brand message, increasing visibility and advertising exposure time
- 2 Increase traffic to the ecommerce site by obtaining quality sessions
- 3 Increase the frequency of exposure to messages to boost spontaneous recall and awareness



RESULTS

~2 years
+1300% YoY

total time of
advertisements viewed

+123% YoY
-15%
+18%
+48%

sessions
average bounce rate
pages per session
average session duration

+48% YoY

average frequency of
exposure to advertising
messages

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

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