



**FROM UPPER  
FUNNEL  
CAMPAIGN  
MANAGEMENT TO  
A GLOBAL  
STRATEGIC  
OMNICHANNEL  
APPROACH  
STORE|S.**



*Santoni*

# CASE STUDY | SANTONI

From upper funnel campaign management to a global strategic omnichannel approach

## Main Challenge

The luxury footwear brand **SANTONI** wanted to get the brand to the next step of its digital evolution, by boosting omnichannel ecommerce sales, brand visibility and new openings through drive-to-store campaigns.

## How To

In July 2021, luxury footwear brand **SANTONI** partnered with STOREIS to elevate brand awareness and visibility. The successful collaboration prompted SANTONI to designate **STOREIS as its global digital business partner**, expanding the scope of work beyond media management. This expanded partnership encompasses a comprehensive suite of digital services, including **Digital Strategy & E-commerce Sales Forecasting**, User Experience (**UX**), Search Engine Optimization (**SEO**), **Digital Analytics**, and **AI-powered Content Intelligence**. Most recently, this collaboration has evolved to incorporate a **digital Business Intelligence (BI)** initiative.

## Key Wins

**+85%**

DIGITAL BUSINESS REVENUE  
IN THE LAST 4 YEARS  
(2021-2024)

**+83%**

AVG MONTHLY BRANDED  
SEARCHES IN US  
(2024 vs. 2021)

**3,6X**

INCREASE IN WEBSITE  
SESSIONS IN US\*  
(2024 vs. 2021)

\* while maintaining a **conversion rate above the benchmark** for fashion luxury ecommerce

### MEDIA & CONTENT

### DATA

### OPTIMIZATION

2021

Start Up **Awareness Strategy & Upper Funnel Campaign Management**

**Digital Analytics**

2022

**E-commerce Sales Forecasting**

Reporting & **Dashboarding**:  
1st wave

Setup **Performance Marketing**

**GA4** Setup

**Full Funnel Advertising**

2023

**Ad Content Advisory & TikTok Strategy**  
(Paid / Organic)

GDPR & Cookie  
Compliance Review

**SEO Tech support for Salesforce replatforming**

**Drive-to-store** campaign management

**Server-side**

**SEO ongoing consulting**

2024

**New Market Discovery**  
(Turkey, Japan, UAE)

Reporting & **Dashboarding**:  
2nd wave

**User Testing** (US, IT)

2025

**AI-powered Content Intelligence**

**Digital Business Intelligence**

**UX ongoing support**

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