



**SUCCESSFULLY
APPROACHING
THE US MARKET**

STORES.



Santoni

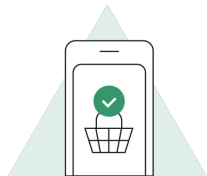
GOALS



Boost ecommerce performance in the US market by maintaining cost efficiency



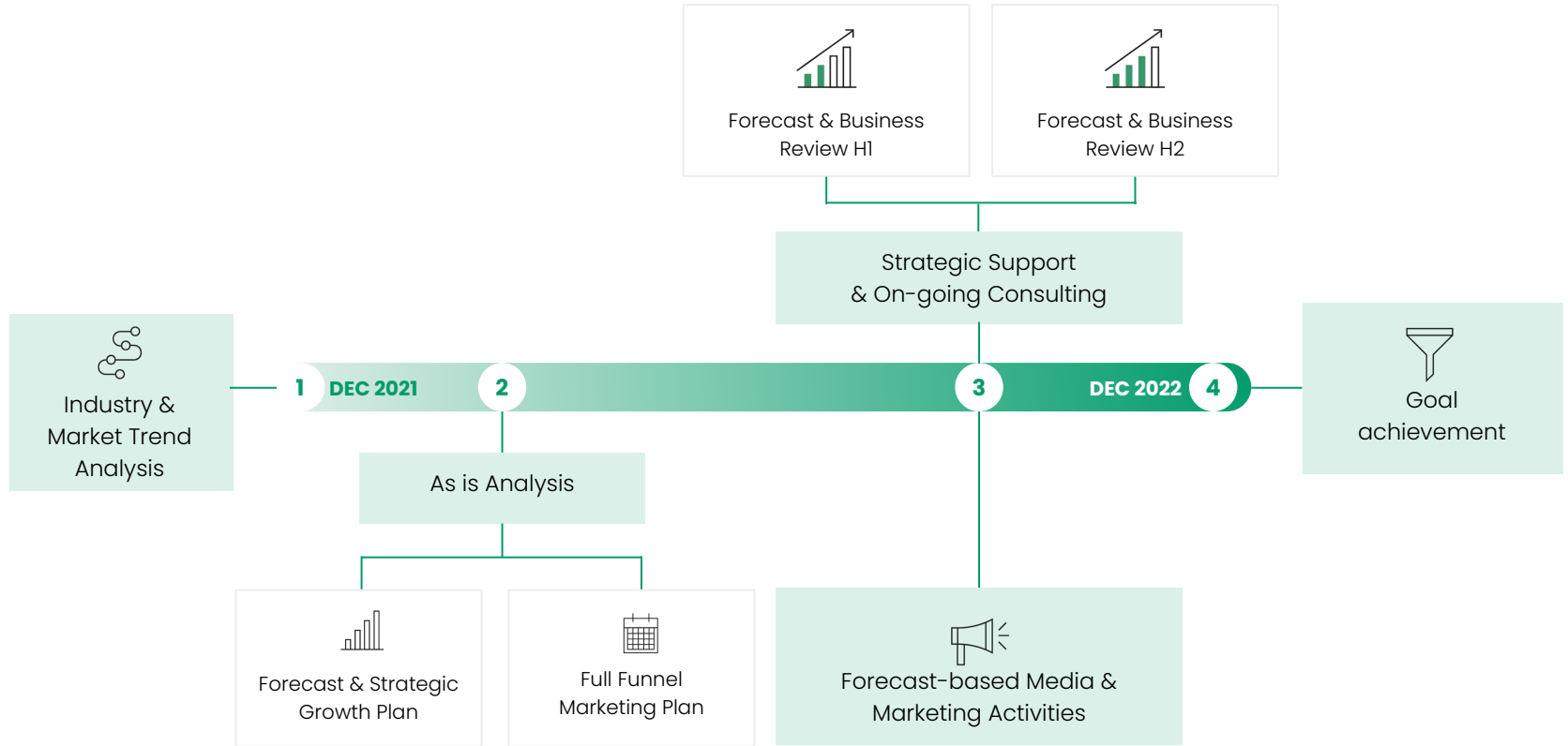
Increase traffic to the US ecommerce site by obtaining quality sessions



Enhance brand visibility in the US by adopting a full funnel approach



OUR APPROACH



KEY WINS

GOALS

1 Boost ecommerce performance in the US market by maintaining cost efficiency



RESULTS

+118% YoY

revenue

-13,5% YoY

CPC

2 Increase traffic to the US ecommerce site with quality sessions in acquisition



+792% YoY

Google Paid sessions

average bounce rate, pages per session and average session duration values of Google Paid channel remained about the same despite the increase in traffic, thus demonstrating the quality of acquisition

3 Enhance brand visibility in the US by adopting a full funnel approach



~ 23 years

total time of video advertisements viewed

+21% YoY

average frequency of adv exposure on social media

+254% YoY

social reach

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

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