



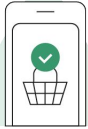
**GO-TO-MARKET  
STRATEGY:  
A FULL-FUNNEL  
APPROACH**

STOREIS.



**JOBY®**

## GOALS



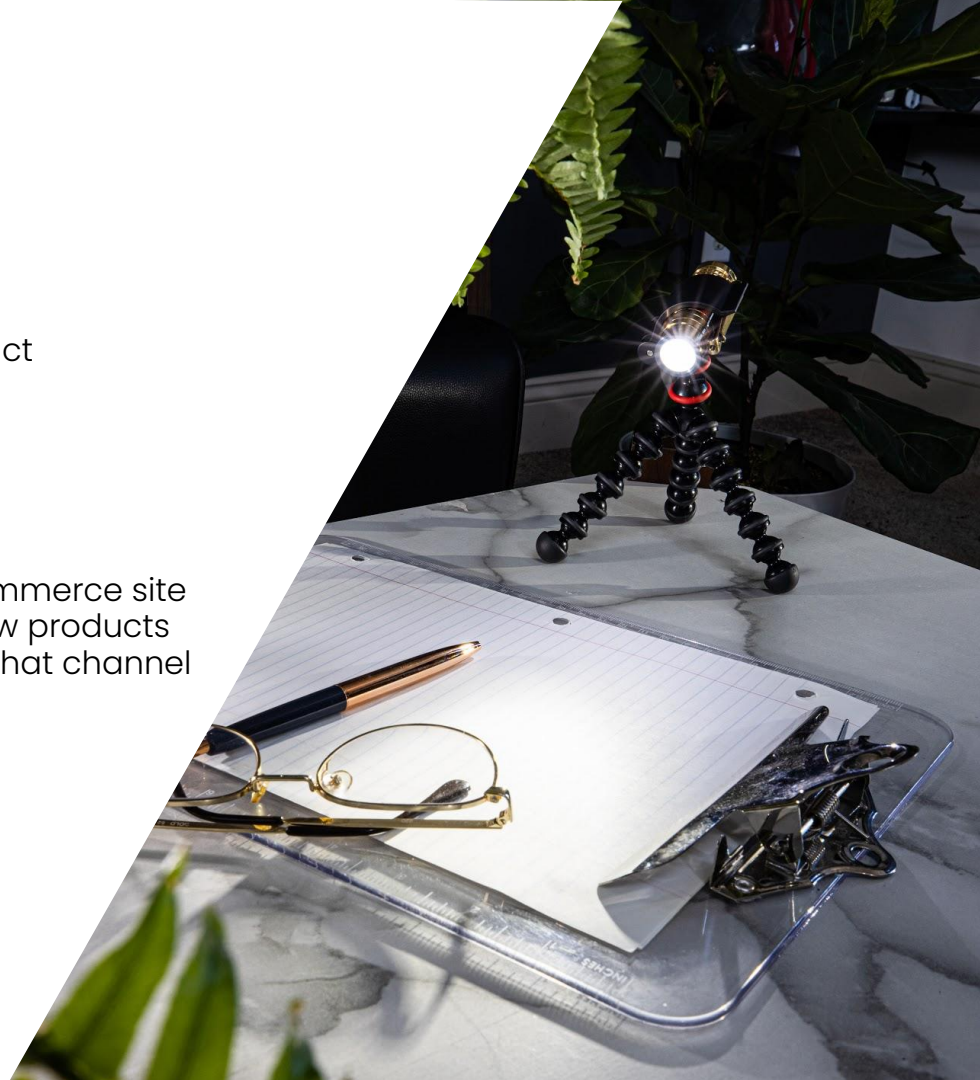
Maximize visibility during new product launch phase



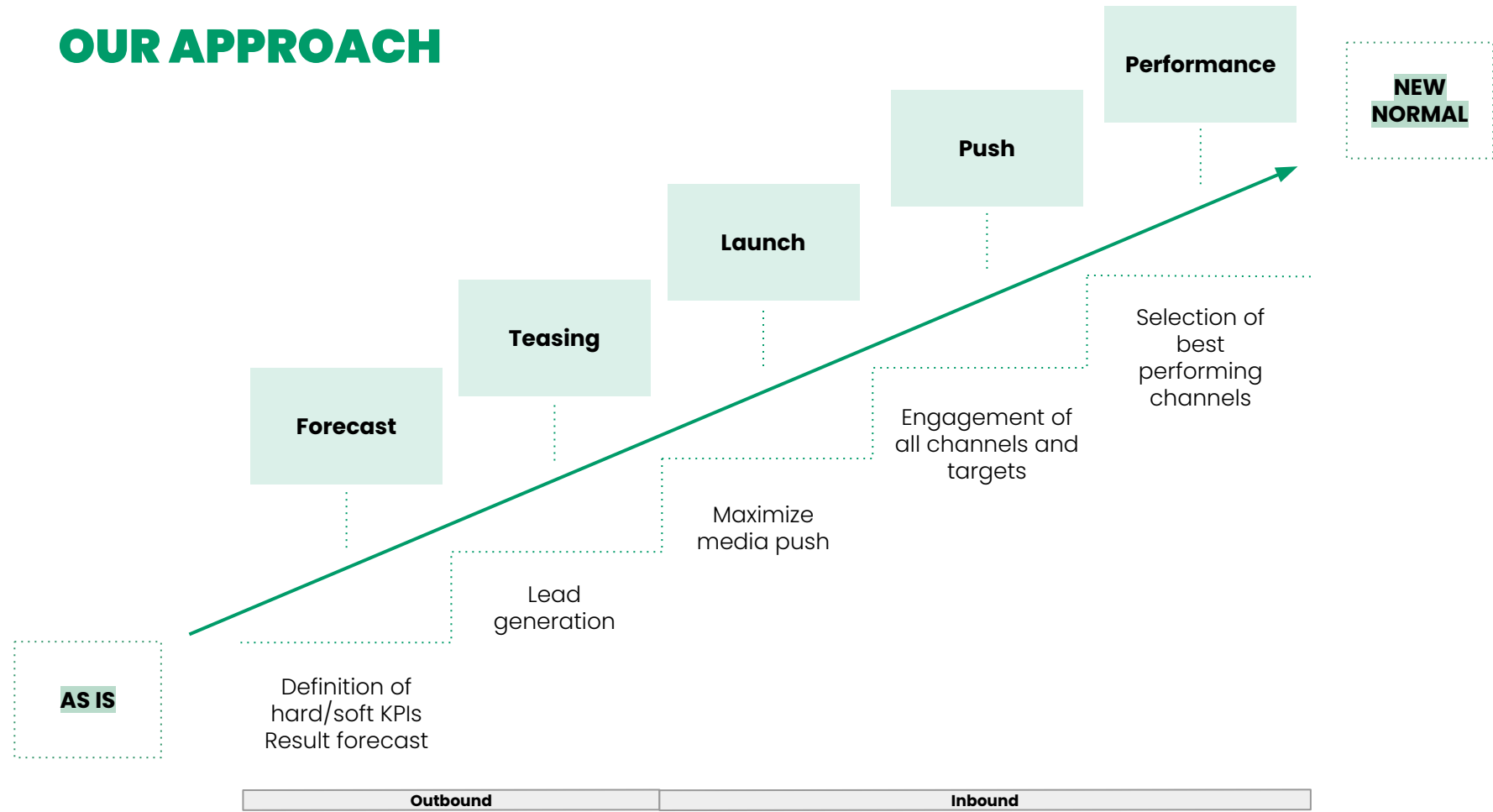
Capitalize on sales on the D2C ecommerce site during launch, a period in which new products were available exclusively through that channel



Increase the Average Order Value (AOV) of ecommerce sales



# OUR APPROACH



# KEY WINS

## GOALS

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- 1** Maximize visibility during new product launch phase
- 2** Capitalize on the sales of new products
- 3** Increase the Average Order Value (AOV) of ecommerce sales



## RESULTS

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### **x2 Sessions**

Doubling of site sessions for the same quality of interaction

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### **x2 Conversion Rate**

Doubled add-to-cart rate and conversions

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### **+50% AOV**

The effectiveness of the marketing activities was confirmed by a significant increase in average order value

**WANT TO  
LEARN MORE?  
LET'S TALK :)**

**STOREIS.**

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