



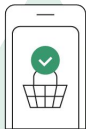
**BOOSTING ONLINE
SALES THROUGH
ADVANCED DIGITAL
ANALYTICS**

STORE|S.



RINASCIMENTO
MADE IN ITALY

GOALS



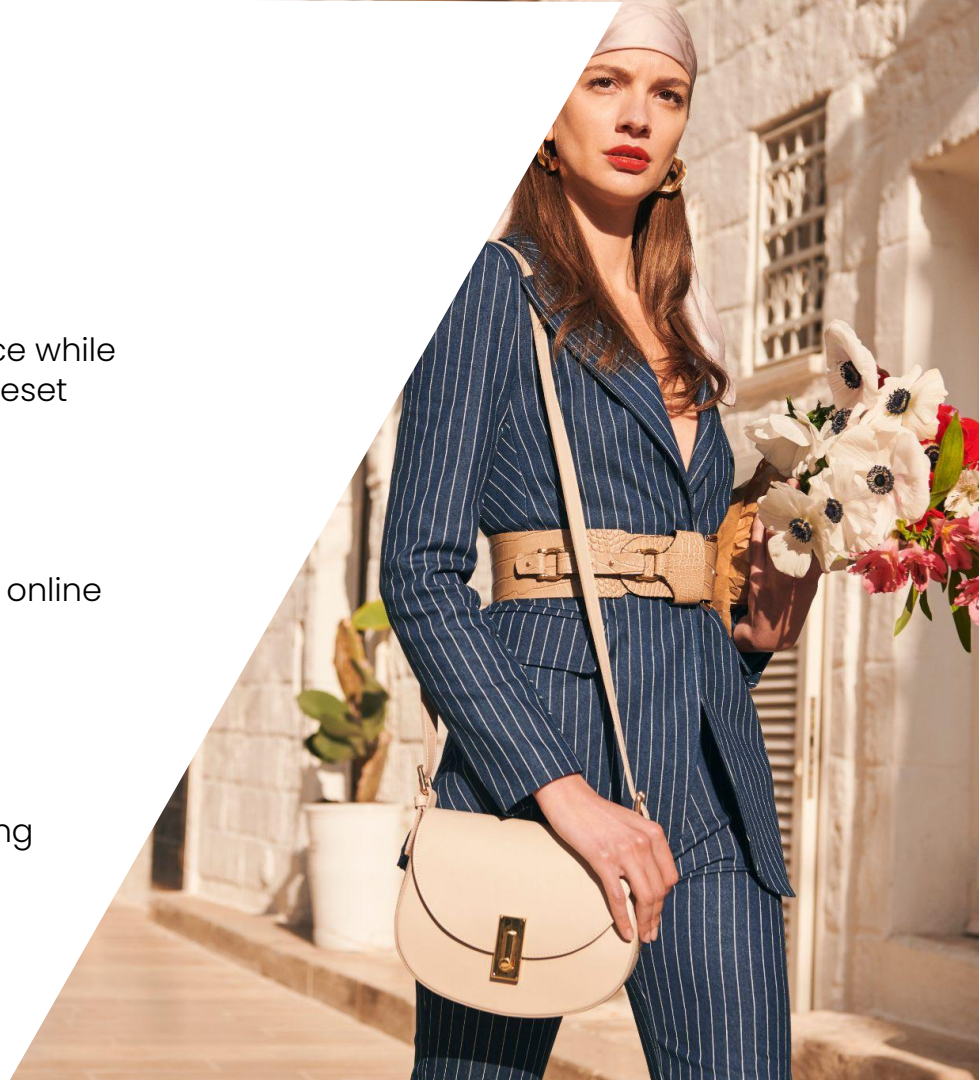
Increasing ecommerce performance while keeping marketing costs within a preset budget



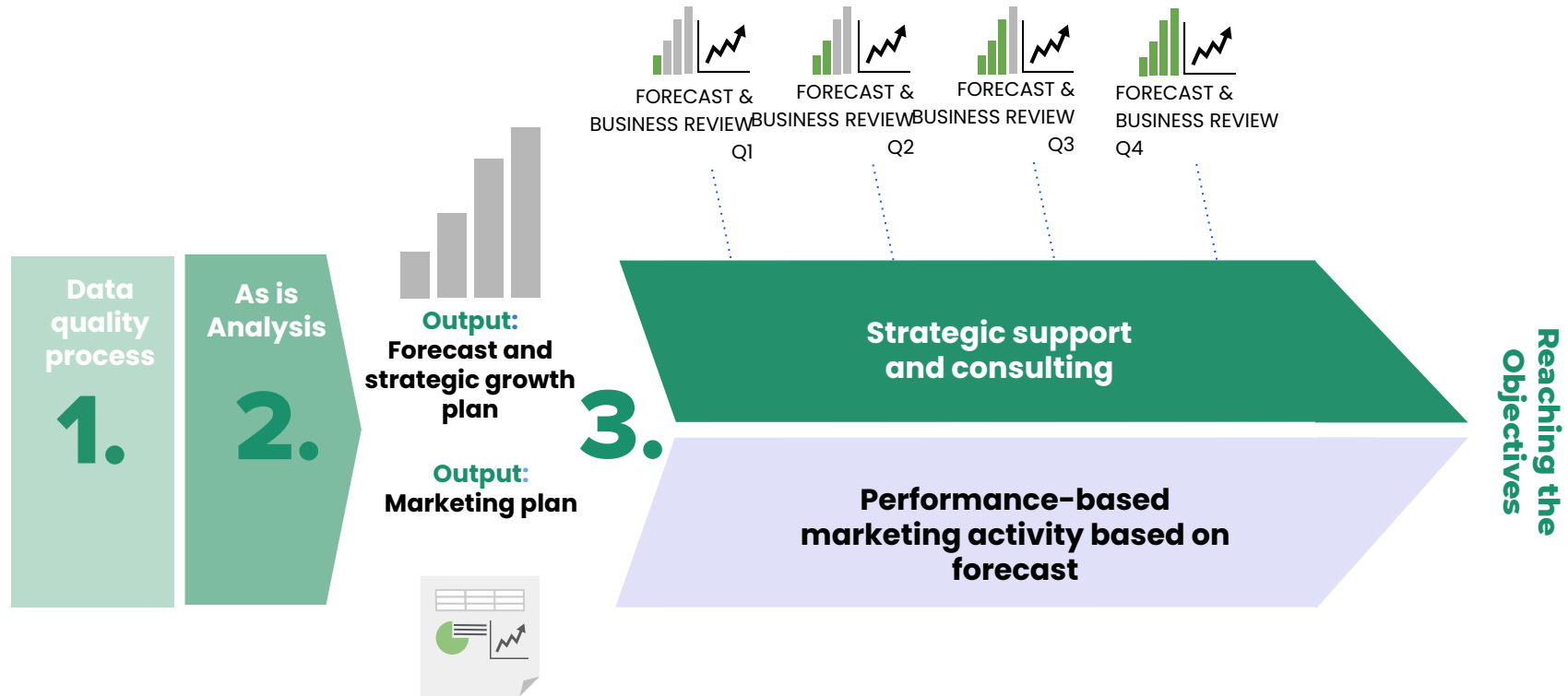
Improving visibility and control over online business KPIs



Consolidating ecommerce marketing skills of the in-house team



OUR APPROACH



KEY WINS

GOALS

- 1** Increasing ecommerce performance while keeping marketing costs within a preset budget
- 2** Improving visibility and control over online business KPIs
- 3** Consolidating ecommerce marketing skills of the in-house team



RESULTS

+23% Revenue YoY

23% revenue increase per year with an impact on advertising costs below the benchmark of reference

+30% Online on Offline Sales YoY

Online annual sales as a percentage of overall business turnover increased by 30% (the YOY growth rate of ecommerce is higher than retail)

150+ Hours of Training

Expansion of the Rinascimento team's digital skills and improvement of operational management processes

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

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