

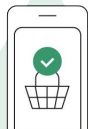


**STRENGTHENING
DIGITAL BUSINESS
THROUGH AN
INTEGRATED AND
FULL-FUNNEL
APPROACH**

STORE|S.



GOALS



Optimization of the eCommerce channel by improving visibility on search engines and overall website usability



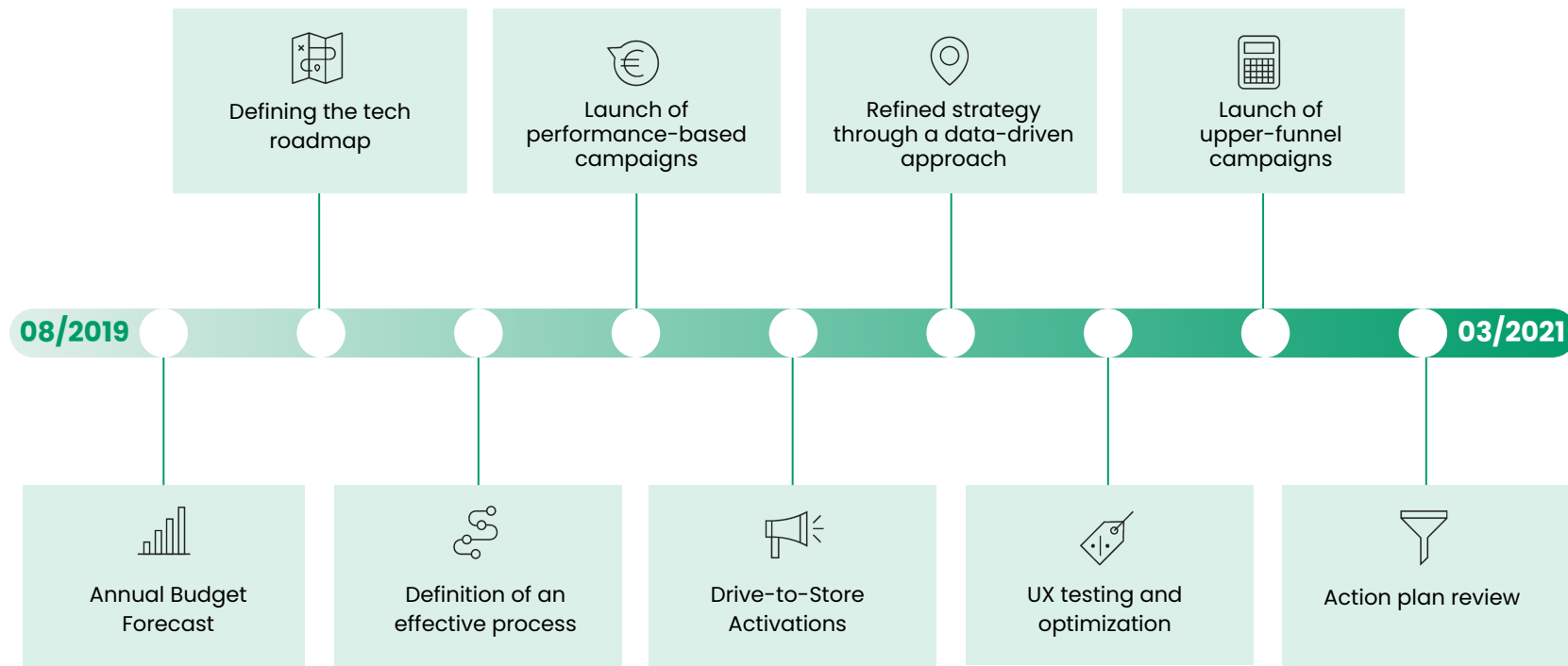
Increased investment effectiveness and efficiency through consolidation of digital business interaction data



Exploring mid-upper funnel and drive-to-store opportunities to counter media budget saturation for inbound and pure performance campaigns



OUR APPROACH



KEY WINS

GOALS

1 Optimization of the ecommerce channel by improving visibility on search engines and overall website usability



2 Increased investment effectiveness and efficiency through consolidation of digital business interaction data



3 Exploring mid-upper funnel and drive-to-store opportunities to counter media budget saturation for inbound and pure performance campaigns



RESULTS

+ 200% Revenues
+20% Sessions
+100% Conversion Rate

+35% Data Accuracy

+100% Increase in Brand Search Lift

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

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