



**TRANSFORMING
HAIR CARE RETAIL
THROUGH A 360°
DIGITAL APPROACH**

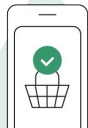
STOREIS.



TRILAB

CHANGE YOUR HEAD

GOALS



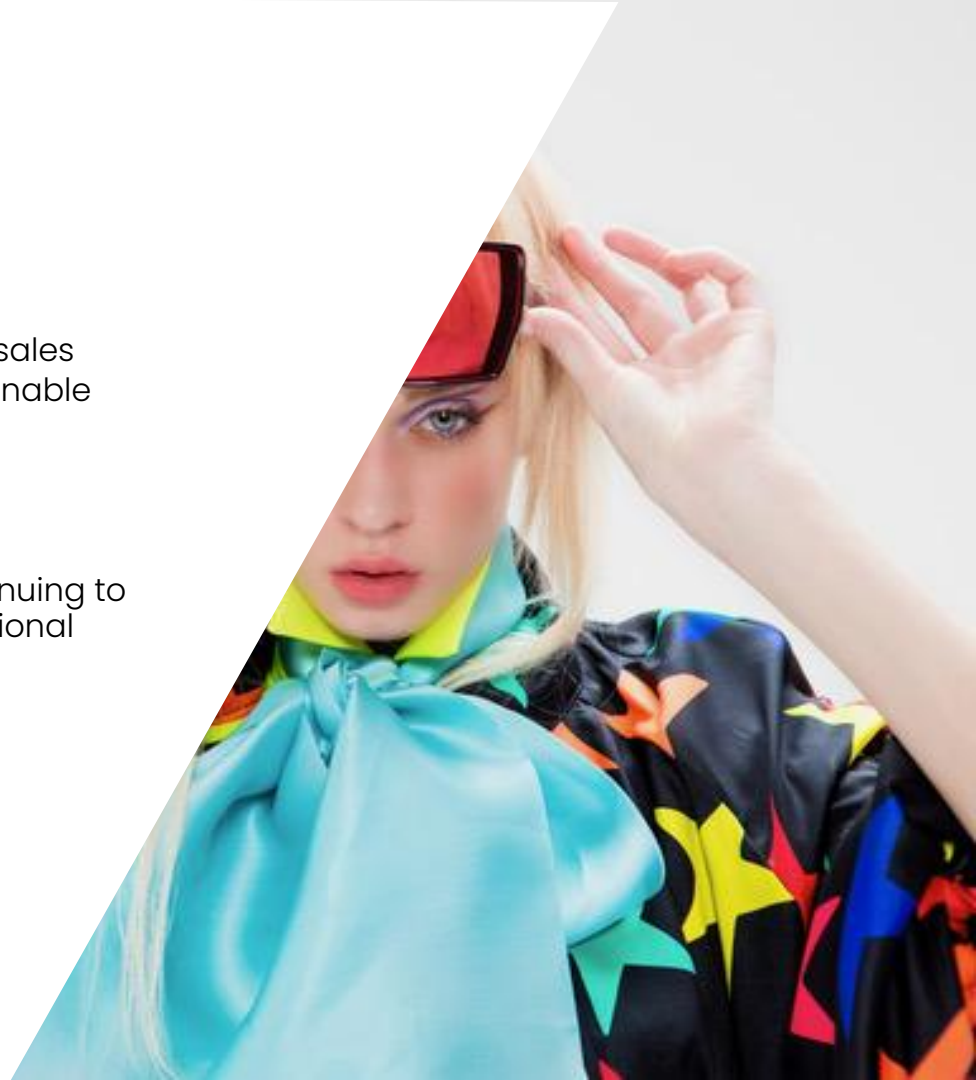
Increasing online turnover on total sales while maintaining a solid and sustainable economic balance



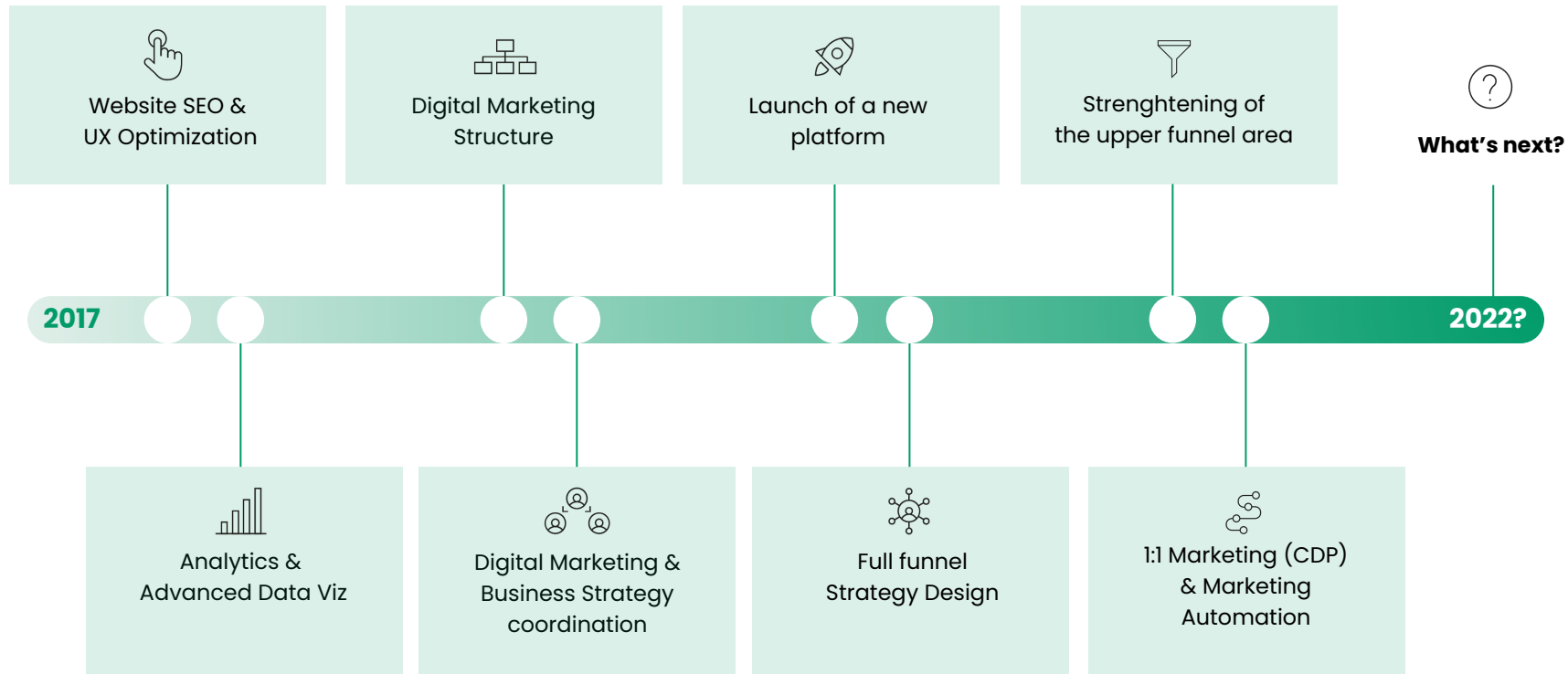
Acquiring new customers and continuing to retain existing ones, avoiding occasional customer acquisition strategies



Rethinking the business model from an omnichannel perspective



OUR APPROACH



KEY WINS

GOALS

1 Increasing online turnover on total sales while maintaining a solid and sustainable economic balance



2 Acquiring new customers and continuing to retain existing ones, avoiding occasional customer acquisition strategies



3 Rethinking the business model from an omnichannel perspective



RESULTS

FROM 40% TO 70%

Online turnover vs. offline turnover increase from 40% to 70%, while maintaining marketing costs unchanged

+350%

350% increase in new customers with a customer value uplift of 30%

CLICK & COLLECT

Integration of the omnichannel retail functions (click & collect, cross-channel promotions) and data for a unique customer view

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

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