



CASE STUDY

Interior furnishing sector

€ 5600 PROFIT IN 10 DAYS THANKS TO ONE CUSTOMER JOURNEY

SITUATION

Resumption of offline exhibition events but a company achieved a low attendance rate of people in the stores. A business's goal is to identify a solution to reach online users and encourage them to purchase at the point of sale.

SOLUTION

Identified new digital communication channels and optimized customer experience to quickly interact with customers through social media platforms and website / e-commerce to bring them into physical stores

IMPACT

Customer journey structure has been elaborated in three phases :

- 1) The first touchpoint on social media was developed through a geo-localized sponsorship campaign (Awareness)
- 2) The second touchpoint on the website was developed with a discount coupon like (Consideration)
- 3) In the third touchpoint the offline sale is applied by converting the coupon

with a campaign that lasted 10 days we achieved...

104% ROI

€ 10,500 REVENUE

€ 5,600 PROFIT