

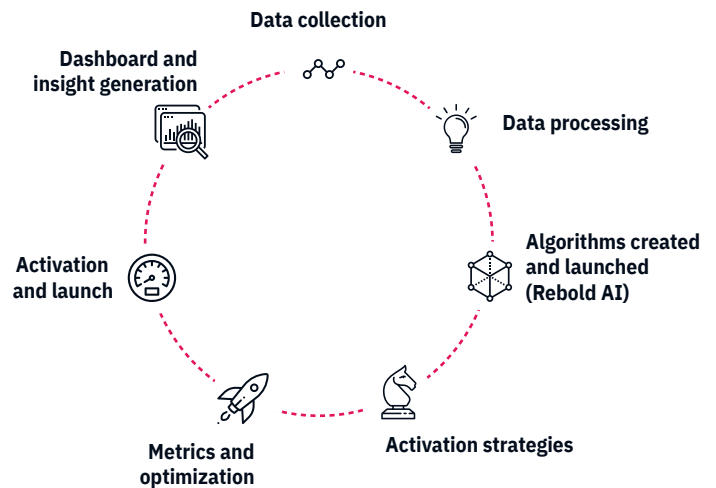
Omnichannel Strategy

Relevance, return and resilience in every strategy

By established relevant contact points for consumers through any digital platform, we provide data-driven strategies focused on achieving real business objectives. Using precise audience profiling, activation and attribution techniques, we adapt and customize each impact according to the individual purchase funnel phase in which the consumers find themselves.

How?

- › **Customer centric:** An exhaustive analysis of consumers, their interests, needs and behavior to tailor each initiative to them.
- › **Cross device and omnichannel:** Individuals are not “desktops” or “mobiles.” They are digital consumers that we have to target at the right time, in the right place, offering them a customized message.
- › **Moments of Truth:** Relevance and impact at key moments to achieve business objectives.
- › **Customer Journey:** Adapting each touch point to individual users’ specific conversion path as well as their unique interests and needs.



CASE STUDY

Papa John's

Challenge

The U.S. fast-food chain wanted to enter the Spanish market and needed a partner to create and implement its communication strategy.

Solution

We combined a cross-device omnichannel (display, SEM, SEO, social media, programmatic) and multi-tactical (prospection, audience targeting, audience extension, geo-fencing, etc.) strategy along with highly localized offline initiatives.

Results

There was a 41% drop in CPA compared to the campaign's outset while online sales increased by 24%, and brick and mortar sales grew by 8%.