

# SUCCESS STORY

## OBJETIVE

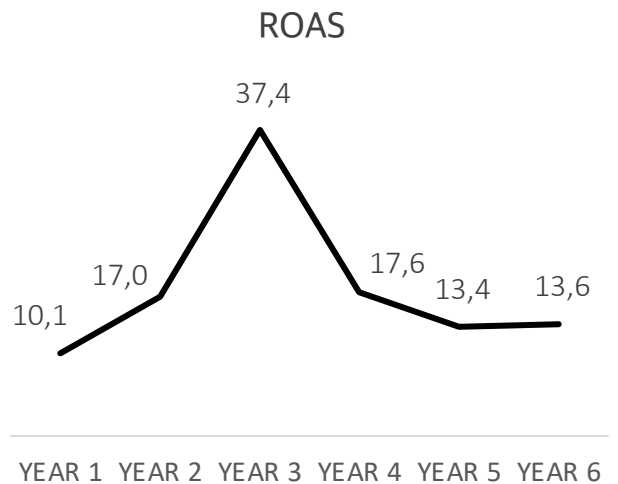
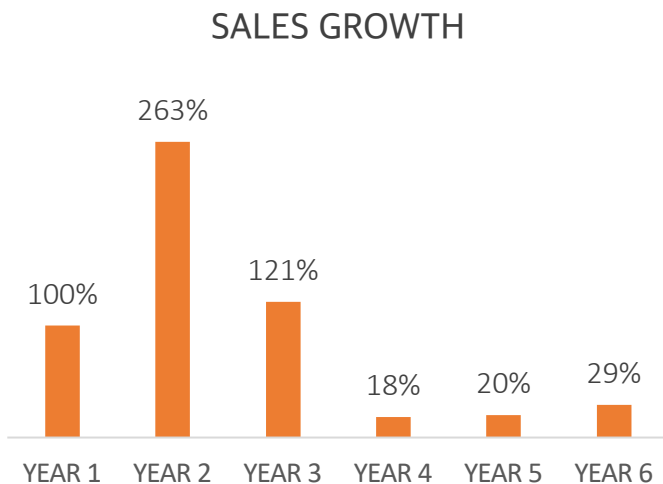
Increase effective leads to grow office furniture sales.

Company that designs, installs and commercializes office furniture.

## DESCRIPTION

- Create and optimize e-commerce on Shopify.
- Create and optimize the digital strategy.
- Manage monthly budget and advertising on digital platforms.
- Sales analysis with digital marketing KPIs.

## RESULTS



## CONCLUSIONS

- **Year 2:** The increase in sales was very high because the starting point was too low.
- **Year 3:** Beginning of the pandemic in Colombia.