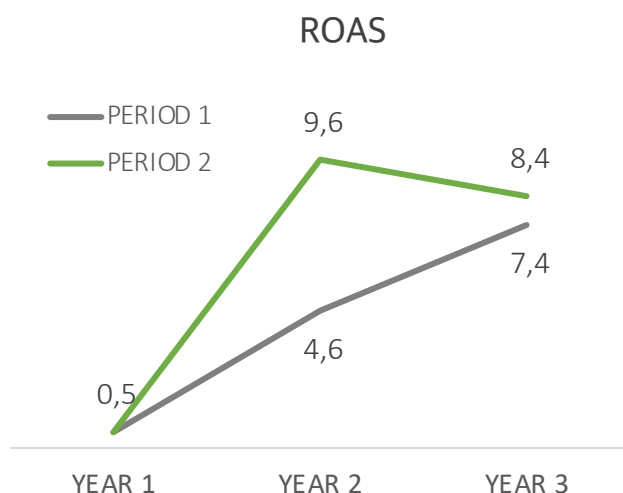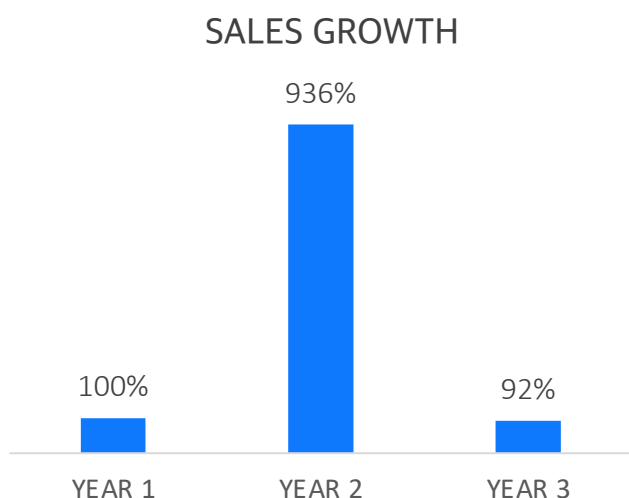# SUCCESS STORY

OBJETIVE

Increase effective leads to grow software solutions sales.

Company that develops and sells software for business management.

DESCRIPTION

- Advertising on digital platforms.
- Sales analysis, including digital marketing KPIs.
- Consulting in digital strategy optimization.
- Market research to optimize Siesa Ecommerce.

RESULTS

SALES GROWTH

- YEAR 1: 100%
- YEAR 2: 936%
- YEAR 3: 92%

ROAS

- PERIOD 1
- PERIOD 2

	YEAR 1	YEAR 2	YEAR 3
Period 2	0,5	9,6	8,4
Period 1		4,6	7,4

CONCLUSIONS

- In year 1, leads were closing in 6 months on year 2, the time reduced to 3 months.
- Sales continue to increase after the end of the year. Year 2 sales increased 111% during year 3.
- Investment remains static and sales continue growing, ROAS also increases for 1 more year.