



# SUCCESS STORY

## OBJETIVE

Increase sales and brand awareness in online.

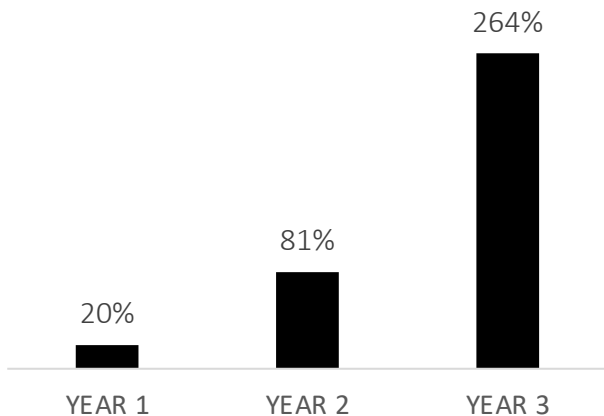
Company that designs and sells shoes and clothing for men.

## DESCRIPTION

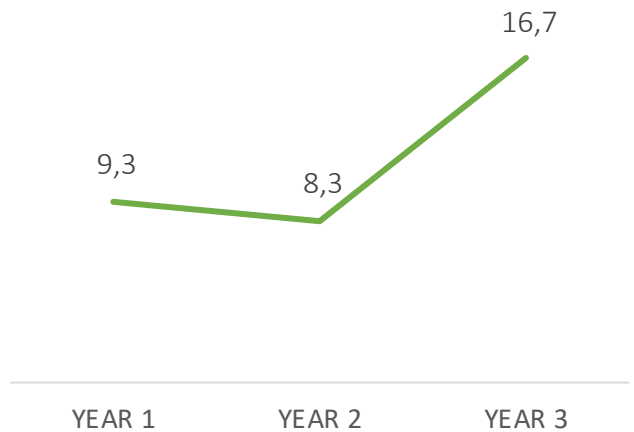
- Digital strategy creation and optimization.
- Manage investment and monthly ads in digital platforms.
- Sales analysis, including digital marketing KPIs.

## RESULTS

SALES GROWTH



ROAS



## CONCLUSIONS

- Continuous and exponential growth in online sales.
- In year 2 ROAS was lower because investment increased.