

CHI SONO

ALCUNI MI CONOSCONO PER...

I  Hogwarts

ALTRI PER COLLABORAZIONI IN:

Sky

STRUMENTI

TOOL DI ANALISI TREND

TREENDLY  **.com**

Il primo software che fa scraping e analisi dati da queste piattaforme:



TRENDLY

“

**QUALI SONO I PRODOTTI E
I SERVIZI IN TREND IN ITALIA**

OGGI?

”

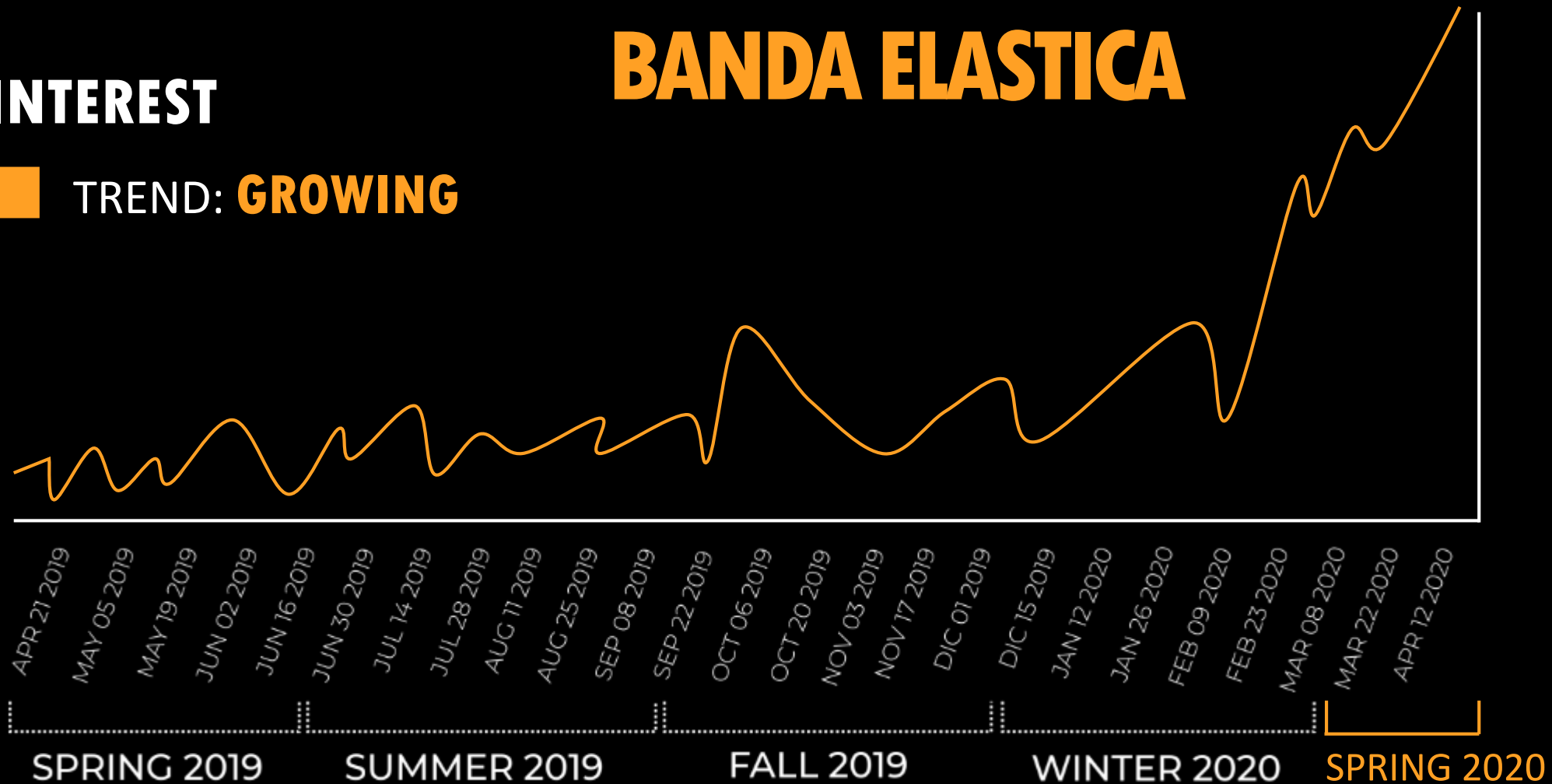
PRODOTTI FISICI

INDOOR SPORTS

INTEREST

BANDA ELASTICA

■ TREND: **GROWING**



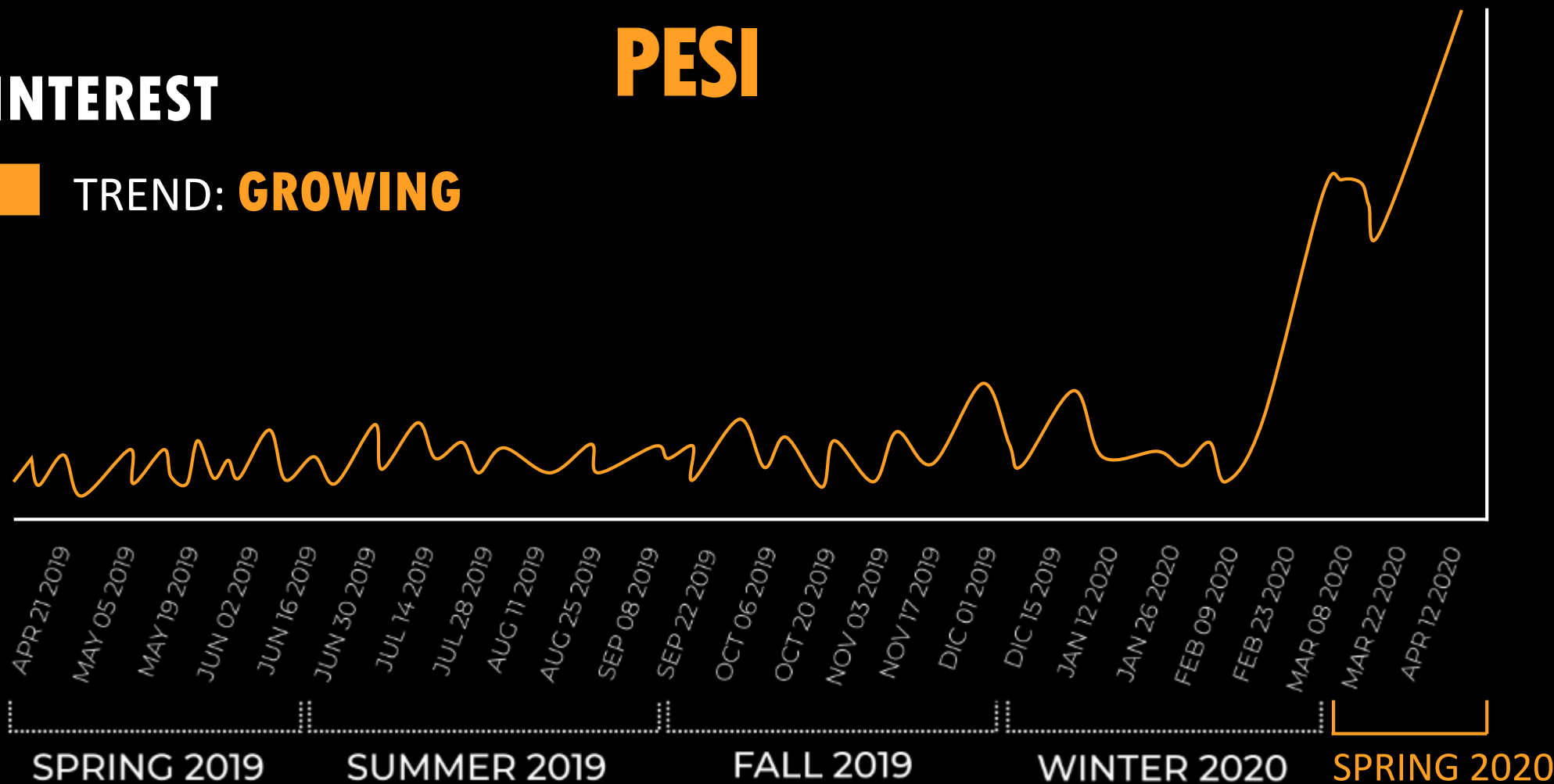
PRODOTTI FISICI INDOOR SPORTS



INTEREST

PESI

■ TREND: **GROWING**



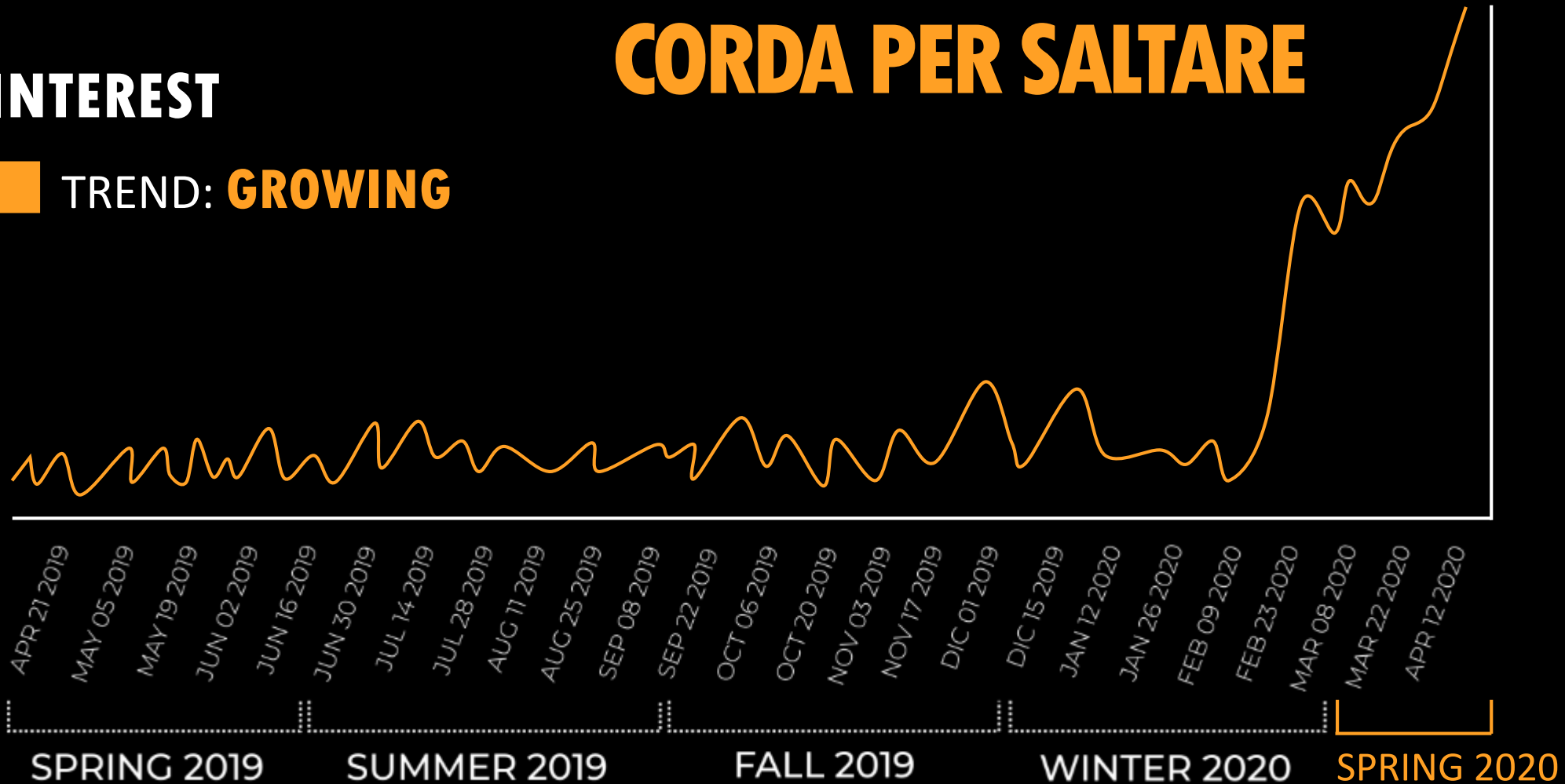
PRODOTTI FISICI

INDOOR SPORTS

CORDA PER SALTARE

INTEREST

■ TREND: **GROWING**

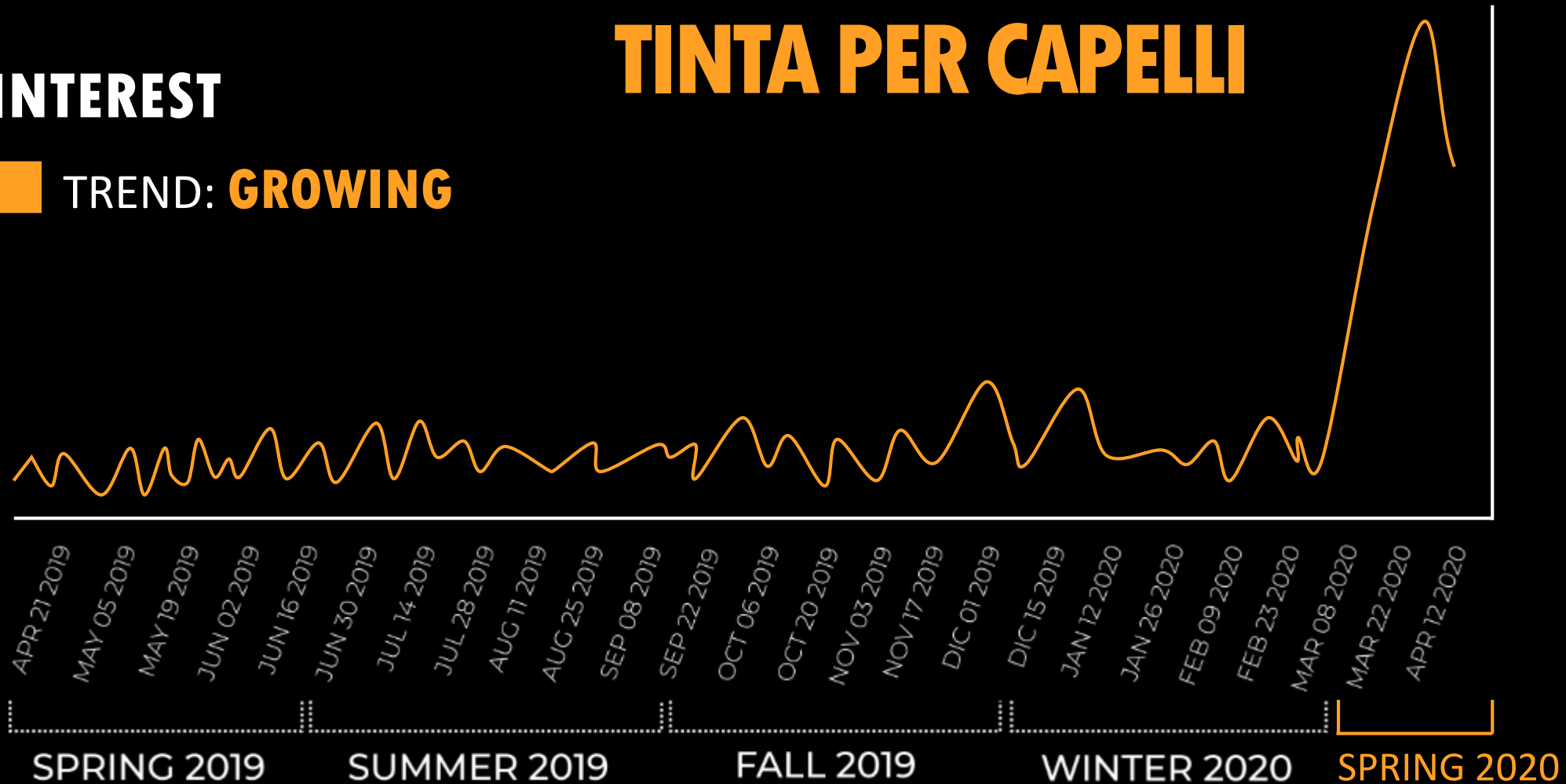


PRODOTTI FISICI INDOOR SPORTS

INTEREST

■ TREND: **GROWING**

TINTA PER CAPELLI

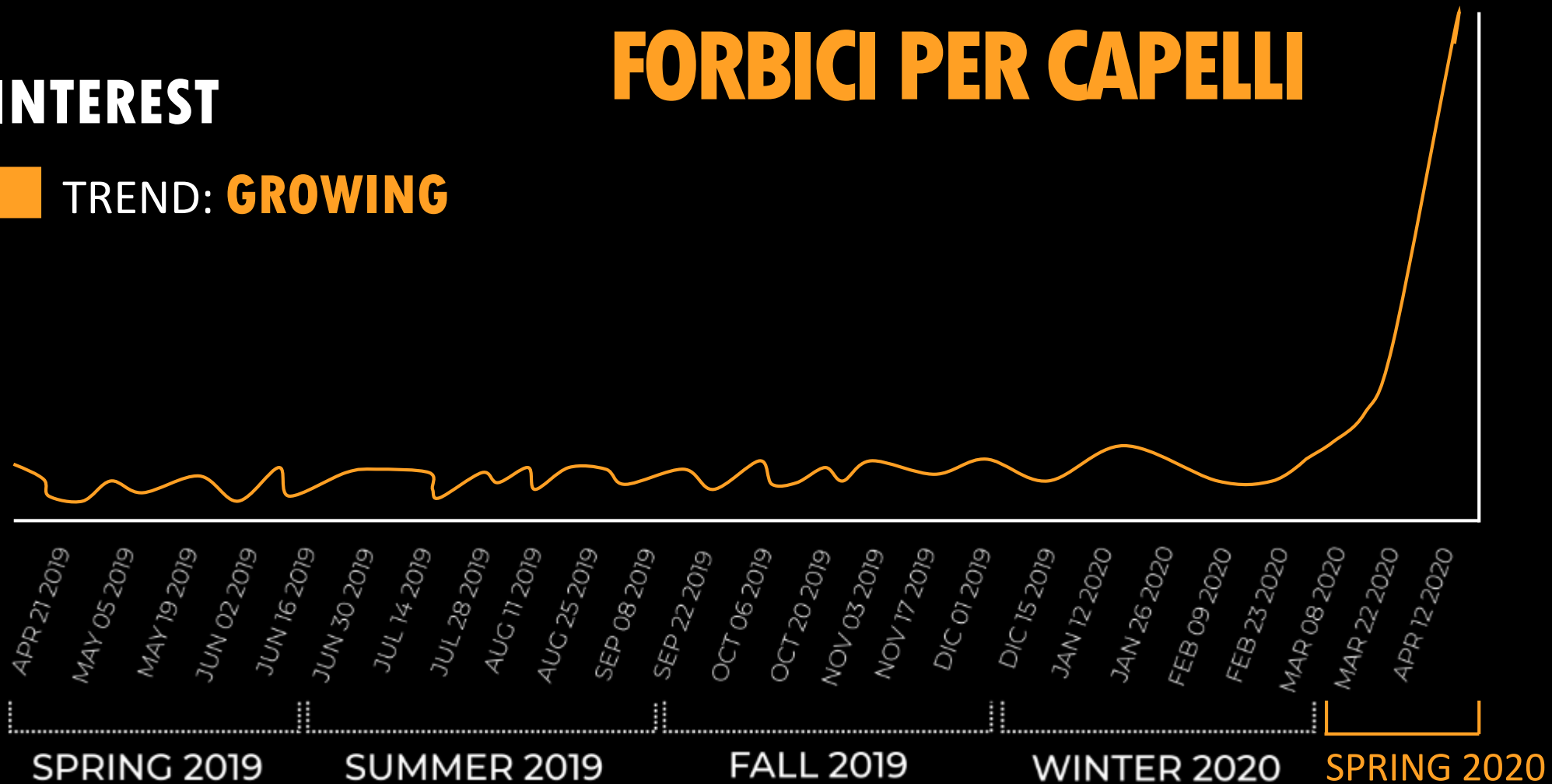


PRODOTTI FISICI INDOOR SPORTS

INTEREST

FORBICI PER CAPELLI

■ TREND: **GROWING**



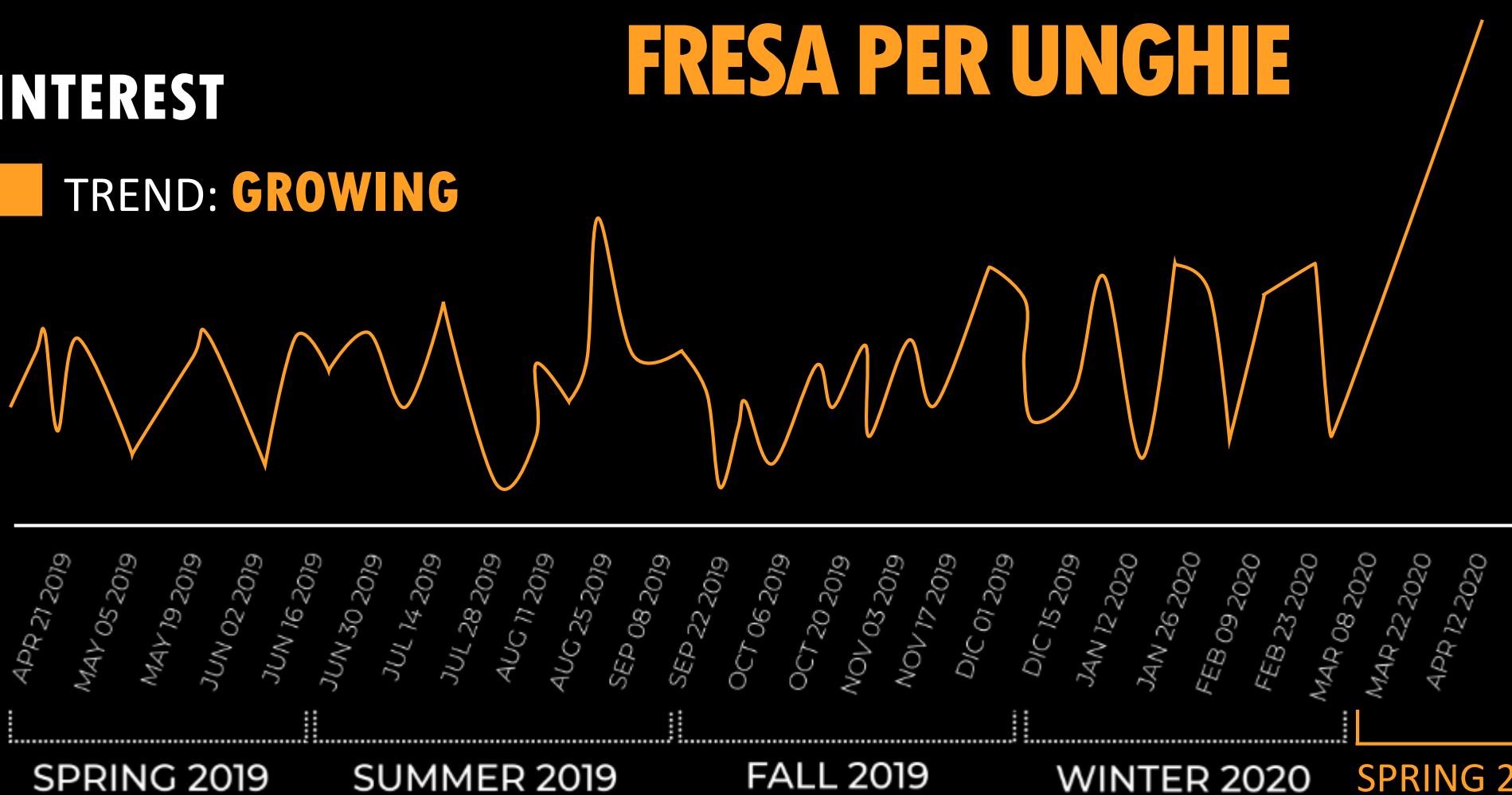
PRODOTTI FISICI

INDOOR SPORTS

INTEREST

FRESA PER UNGHIE

■ TREND: **GROWING**



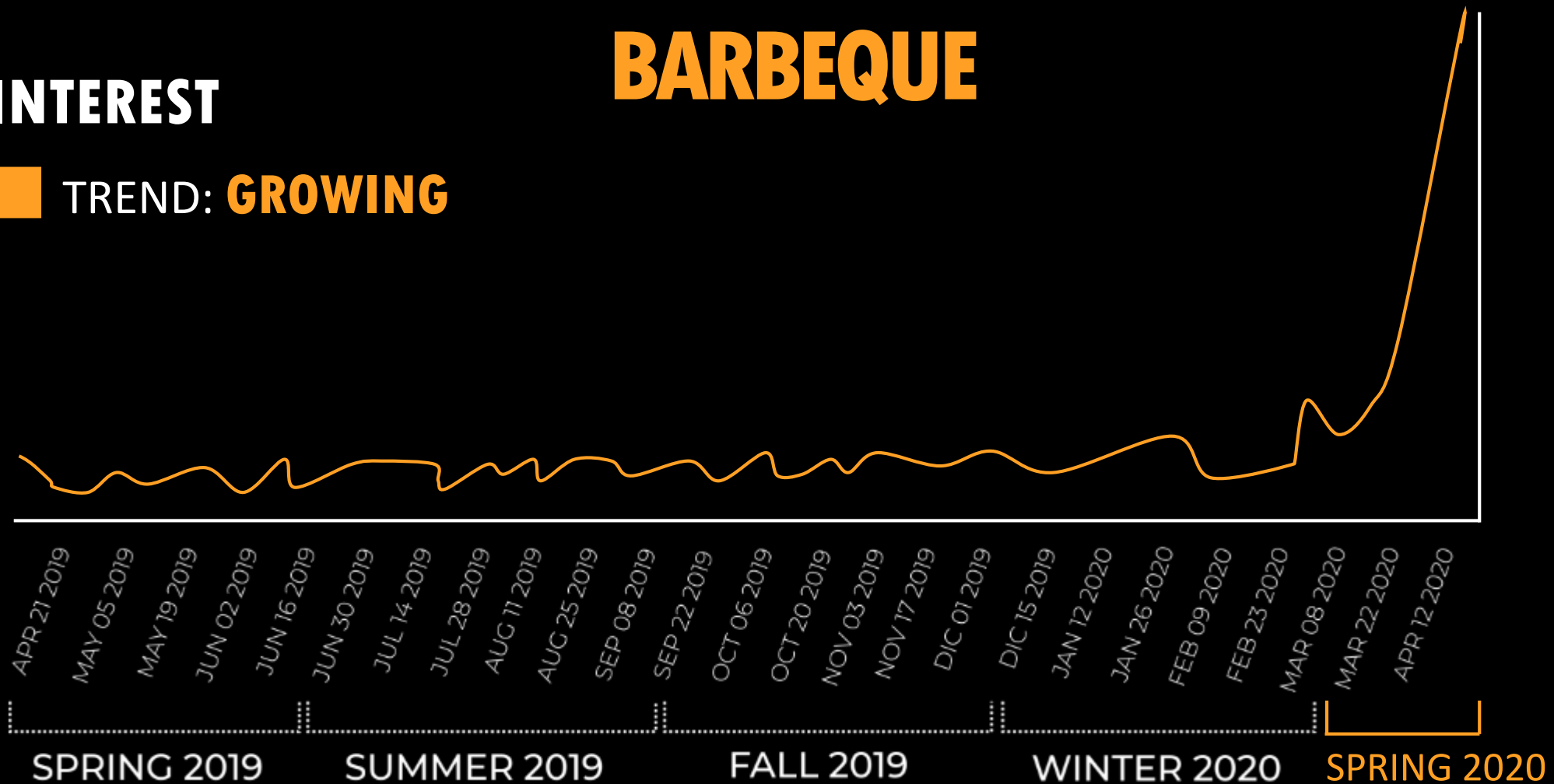
PRODOTTI FISICI

INDOOR SPORTS

INTEREST

BARBEQUE

■ TREND: **GROWING**



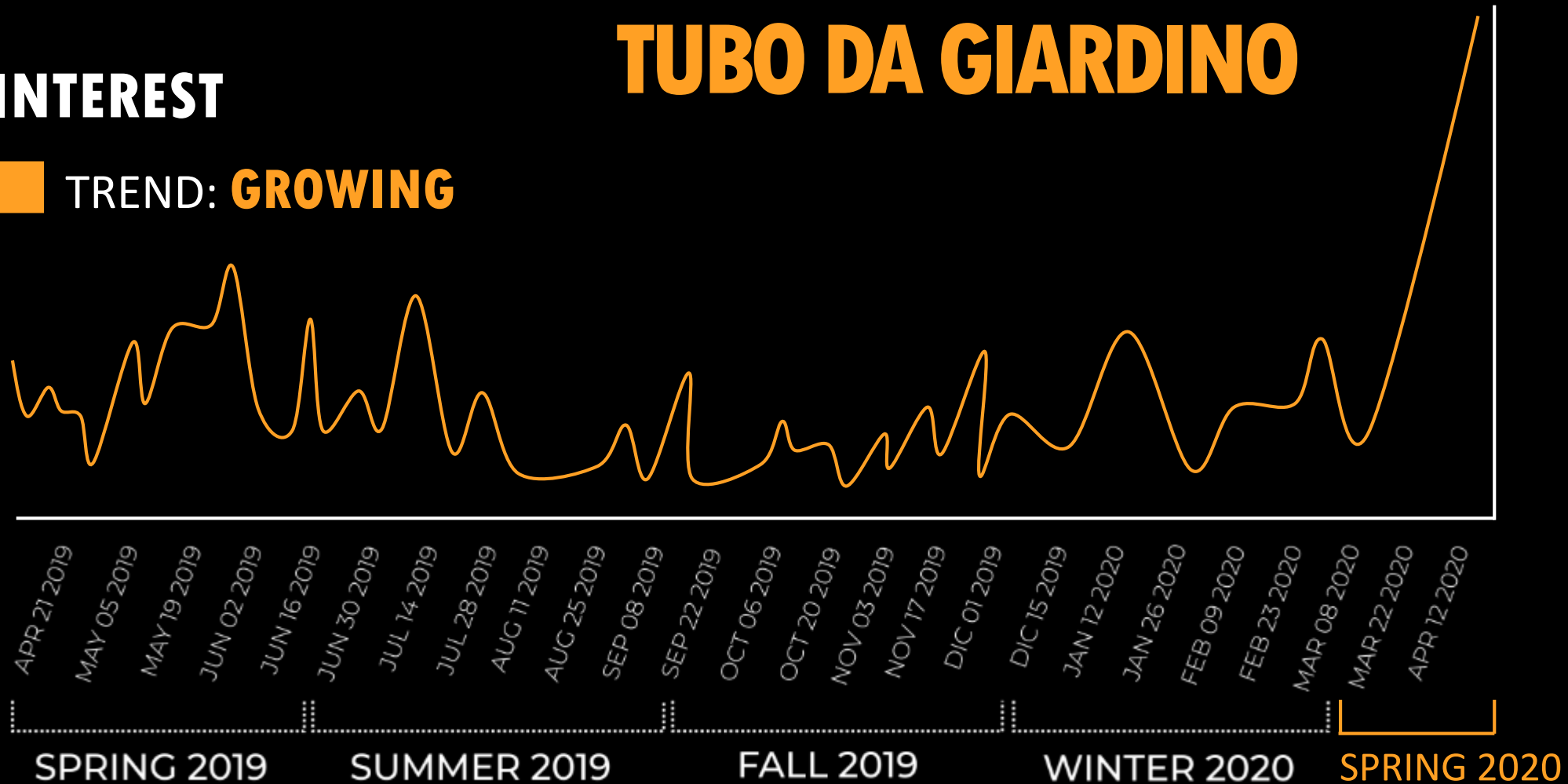
PRODOTTI FISICI

INDOOR SPORTS

TUBO DA GIARDINO

INTEREST

■ TREND: **GROWING**

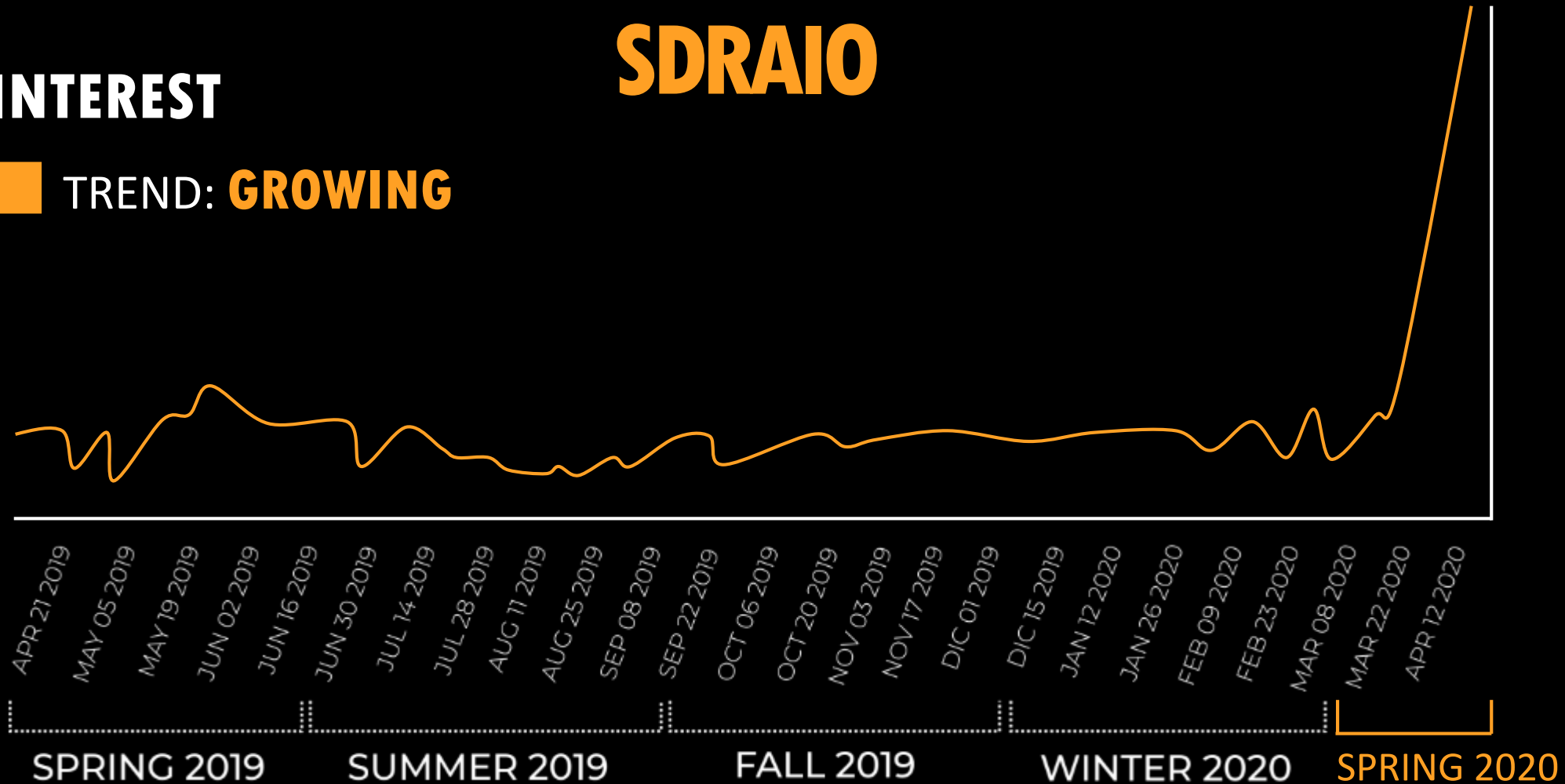


PRODOTTI FISICI INDOOR SPORTS

INTEREST

SDRAIO

■ TREND: **GROWING**



PRODOTTI FISICI

INDOOR SPORTS

INTEREST

BIMBY

■ TREND: **GROWING**



APR 21 2019
MAY 05 2019
MAY 19 2019
JUN 02 2019
JUN 16 2019
JUN 30 2019
JUL 14 2019
JUL 28 2019
AUG 11 2019
AUG 25 2019
SEP 08 2019
SEP 22 2019
OCT 06 2019
OCT 20 2019
NOV 03 2019
NOV 17 2019
DIC 01 2019
DIC 15 2019
JAN 12 2020
JAN 26 2020
FEB 09 2020
FEB 23 2020
MAR 08 2020
MAR 22 2020
APR 12 2020

SPRING 2019

SUMMER 2019

FALL 2019

WINTER 2020

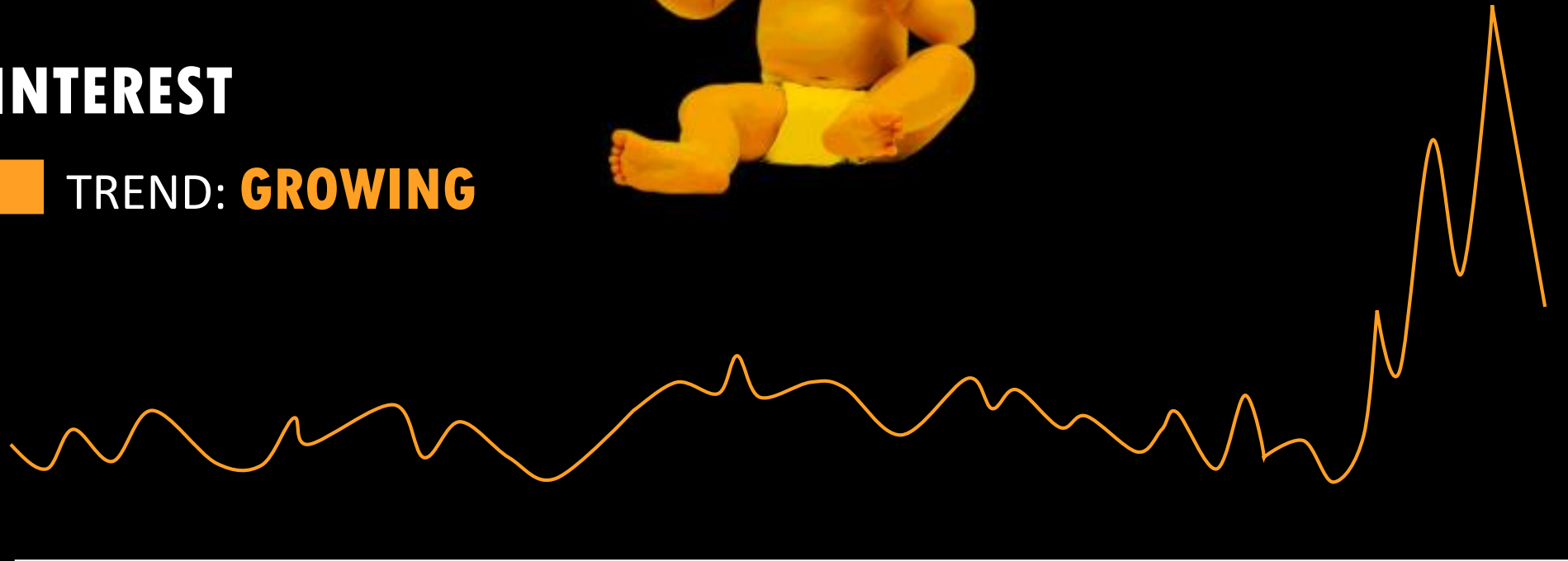
SPRING 2020

SERVIZI BABY SITTER



INTEREST

■ TREND: **GROWING**



APR 21 2019
MAY 05 2019
MAY 19 2019
JUN 02 2019
JUN 16 2019
JUN 30 2019
JUL 14 2019
JUL 28 2019
AUG 11 2019
AUG 25 2019
SEP 08 2019
SEP 22 2019
OCT 06 2019
OCT 20 2019
NOV 03 2019
NOV 17 2019
DIC 01 2019
DIC 15 2019
JAN 12 2020
JAN 26 2020
FEB 09 2020
FEB 23 2020
MAR 08 2020
MAR 22 2020
APR 12 2020

SPRING 2019

SUMMER 2019

FALL 2019

WINTER 2020

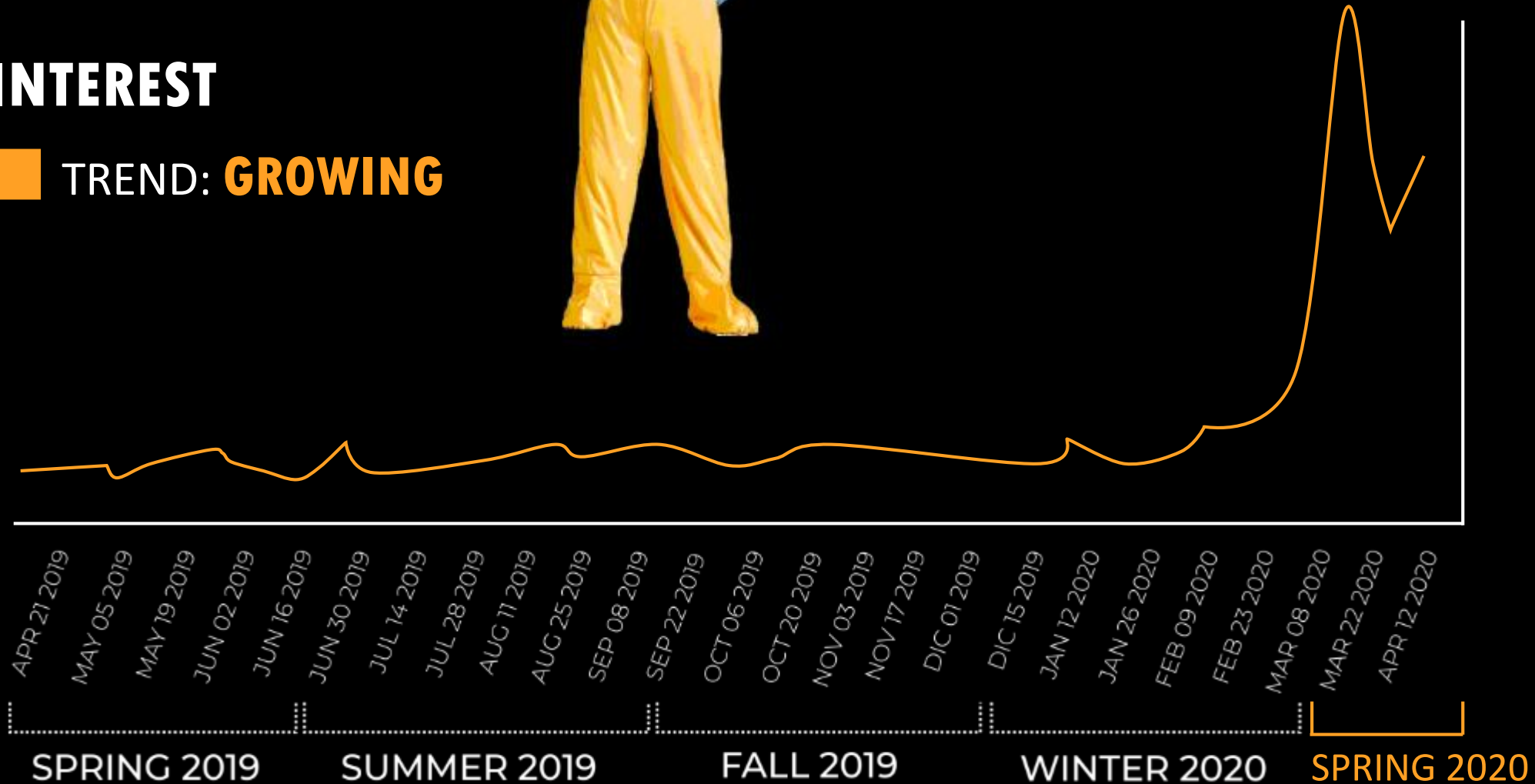
SPRING 2020

SERVIZI SANIFICAZIONI



INTEREST

■ TREND: **GROWING**



CASO STUDIO

CAMBIO BUSINESS MODEL

- CLIENTE: EDILIZIA
- ASSET: FURGONI/PERSONALE
- PROBLEMA: CANTIERI BLOCCATI E ZERO CLIENTI

PREVENTIVI: **332.000€**

CONTARTTI: **14.500€**

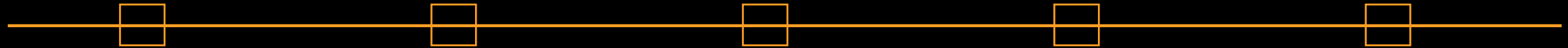
TEMO: **2 settimane di campagna.**

TIMELINE

24h
**CREATO BRAND
E LANDING PAGE**

2SETT.
**AUTHORIZZAZIONI
E CAMBIO OGGETTO
SOCIALE**

4SETT.
SCALE UP



1SETT.
**TEST DELLA
CPL**

3SETT.
**INIZIO
TRATTAMENTI**

STRATEGIA



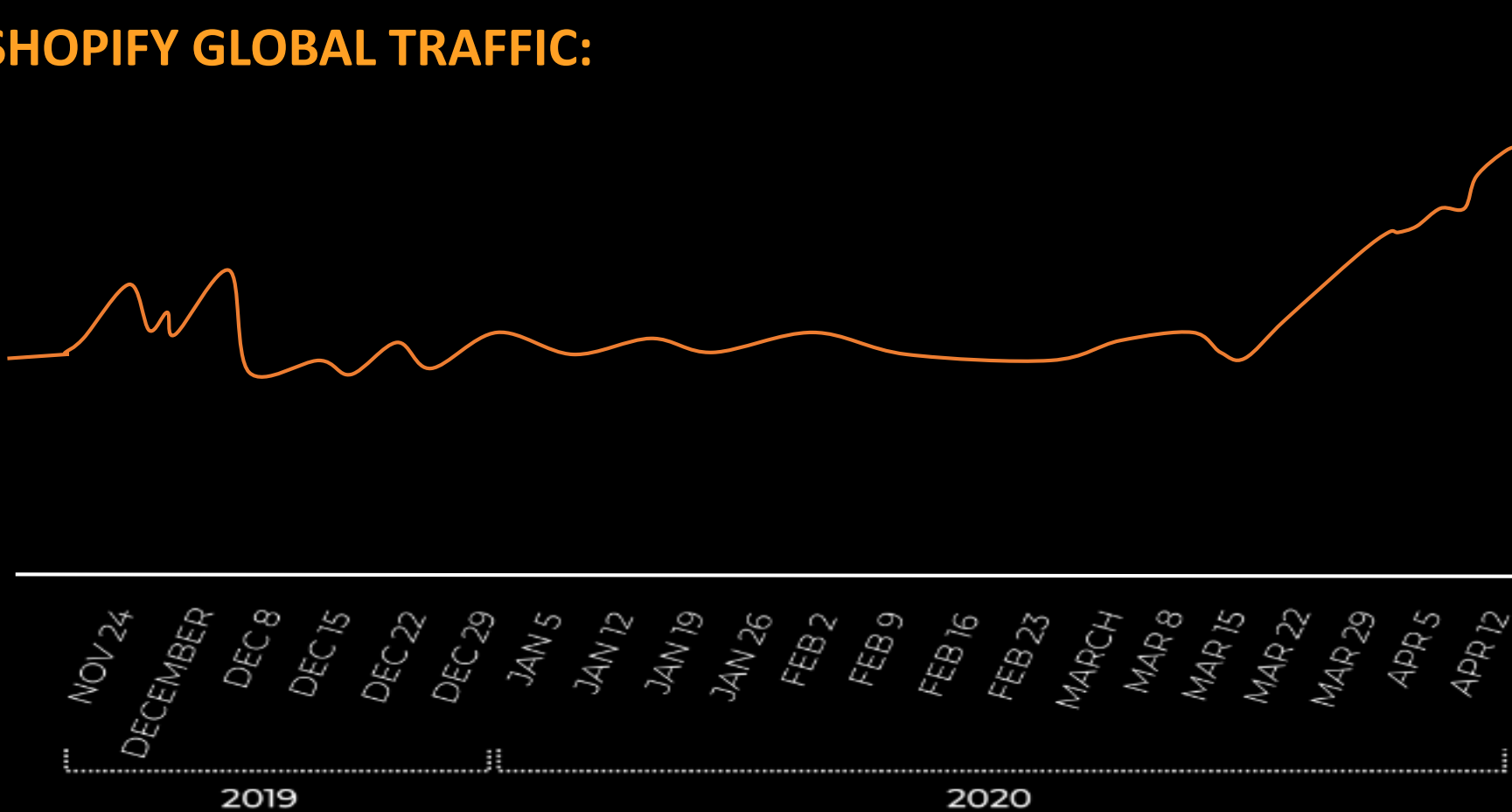
“

**QAI TEMPI DEL COVID-19
NON VINCE IL PIÙ BRAVO,
VINCE IL PIÙ VELOCE**

”

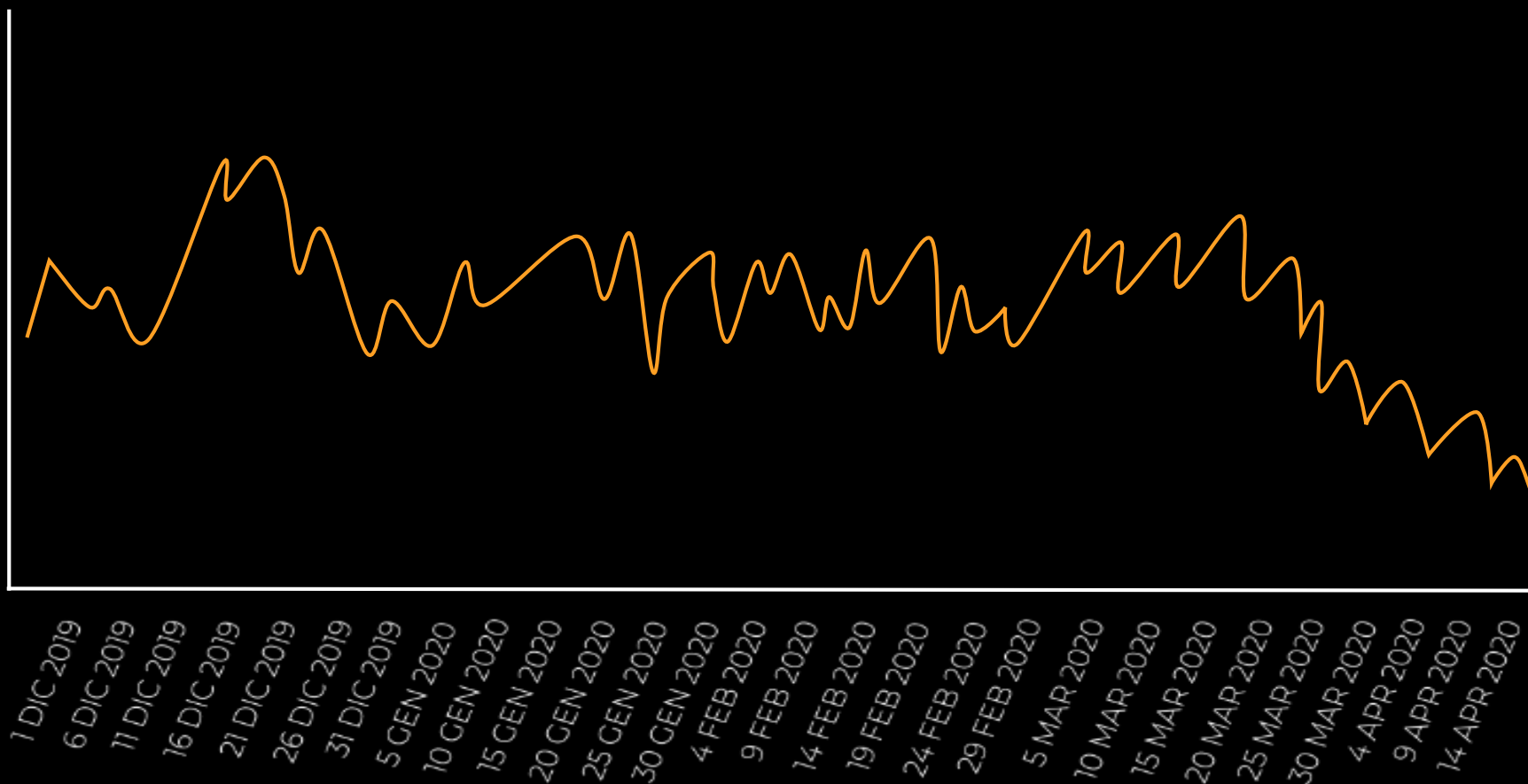
SU SHOPIFY OGNI GIORNO È BLACK FRIDAY

SHOPIFY GLOBAL TRAFFIC:



CPM FACEBOOK MARKET

GLOBAL CPM, COST PER 1,000 IMPRESSION (IN UDS)



FONTE: GUPTA MEDIA

OK BOOMER, YOU ARE BUYING IT ONLINE

Forbes

Podcast

Road to Dubai

Newsletter

Business

3 Aprile, 2020 @ 8:44

La rivoluzione del retail: il 75% di chi ha comprato online nell'ultimo mese non lo aveva mai fatto prima

CHALLENGE

“

DO YOU WANT TO

[E]COM WITH ME

”

GRAZIE!