

MY STYLE
BAGS
MILANO

My Style Bags brought us on board to drive online sales growth, validate their new positioning, and strengthen the brand narrative. In this context, email marketing has emerged as a key channel for the project.

Project Goals:

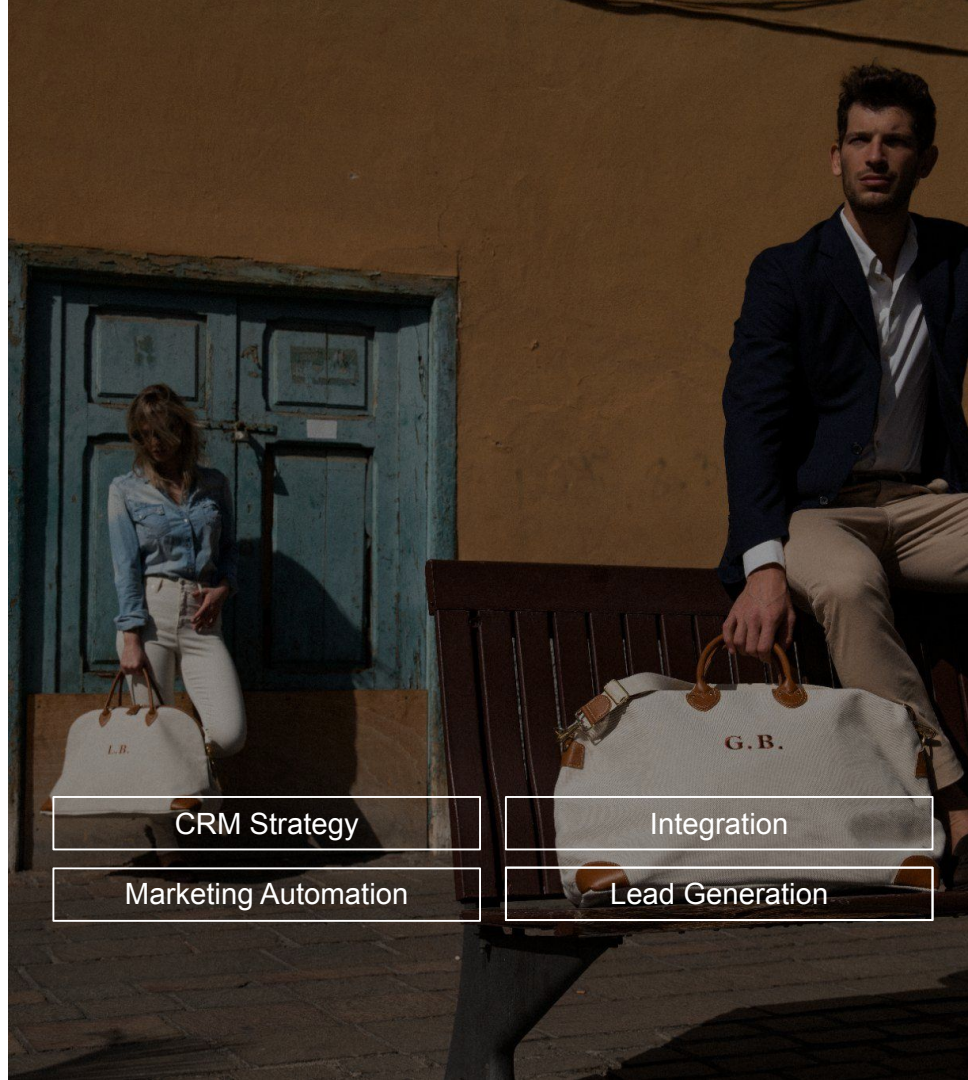
- Elevate brand storytelling
- Drive online sales growth
- Strengthen customer relationships

Results:

+332,19% Revenue

+9,99% CTOB

+1,24% Conversion Rate





San Valentino *Tote Bag*

Festeggia San Valentino con My Style Bags: per ogni ordine, riceverai direttamente a casa una tote bag in omaggio*.
Al momento del pagamento, inserisci il codice

LOVE

e non preoccuparti se la tote non comparirà a carrello,
verrà spedita insieme all'ordine.

Ottieni la tua tote



MY STYLE
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Something has captured your attention

A detail, a color, a texture. Something spoke to you—and
that's no coincidence.

The item that caught your eye is still available,
along with our travel bags, handbags, beauty cases, and all
the accessories ready to become part of your unique style.

Shop Now

zafferano

The project with Zafferano focuses on increasing the visibility and performance of the online business, maximizing the value of the customer database as a strategic asset. In this context, the welcome kit and abandoned cart flow serve as key levers for growth.

Project Goals:

- Customer and newsletter subscriber database mapping
- Asset alignment between e-commerce and email
- CRM framework implementation

Results:

+163% E-commerce Revenue

+6,3% Email Channel Revenue

+181% Email AOV Increase



CRM Strategy

Integration

Marketing Automation

Lead Generation

zafferano



Enjoy the Spooky Season!

Monster party or candlelit dinner?

The spooky season is here, and at Zafferano we've put together everything you need to create an unforgettable atmosphere.

And why not make it just a little... spooky too!

POLDINA HALLOWEEN



Handy tumbler

Poldina cover - love

Free Gift Packs



Until 14/02, with no minimum charge.

Pick out the perfect present and we'll provide a gorgeous gift pack!

Zafferano's warranty just got even better: it now lasts 3 years!

Starting January 1, 2025, all Zafferano lighting products—including the rechargeable Zafferano Lampes-à-porter and the mains-powered Zafferano Allati Light—will benefit from an extended warranty: from 2 to 3 years.

The extension applies automatically to all purchases made from January 1, 2025, at no extra cost to you.



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