ECOMMERCE GROWTH
ACADEMY

DIGITAL DISTRIBUTION 2022

GTAVIANI
digital commerce growth

E-Commerce, Marketplace, Social Commerce, Mobile Commerce, ecc. Strategie e tecniche di Multi-Canalità e Omni-Canalità. Casi di successo e dibattito tra esperti.

Gabriele Taviani

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CEO - Co Founder Slymetrix Srl
Consultant - GTaviani Consulting

Oltre venti anni di esperienza nel digital marketing in Italia, UK e Brasile, realizzato piattaforme di Advertising Trading Desk, Behavioral Tracking e di Retargeting per l'e-commerce. Stato E-commerce Director di Emozione3 (SmartBox Group) e Digital Officer di Bottega Verde. Autore di «Retargeting Management», Hoepli 2017 e Docente principale della MasterClass «Digital Marketing per l'E-commerce e il New Retail» di Netcomm Academy.

DISTRIBUZIONE DIGITALE

RIVOLUZIONE: CUSTOMER CENTRIC

IERI

IDEA

↓

Prodotto

↓

Industrializzazione

↓

Mercato/Distribuzione

↓

VENDITA

OGGI/DOMANI

NECESSITÀ

↓

IDEA/PRODOTTO

↓

Industrializzazione

↓

Mercato/Distribuzione

↓

VENDITA

MULTI/OMNI CANALITA'

Multichannel

All channels available to the consumer but are not integrated.

Omnichannel

All channels available to the consumer and they are connected.

SISTEMA DISTRIBUTIVO 2020/2030

Distribuzione Digitale

Store digitali in E-commerce e all'interno di Marketplace.

E-COMMERCE

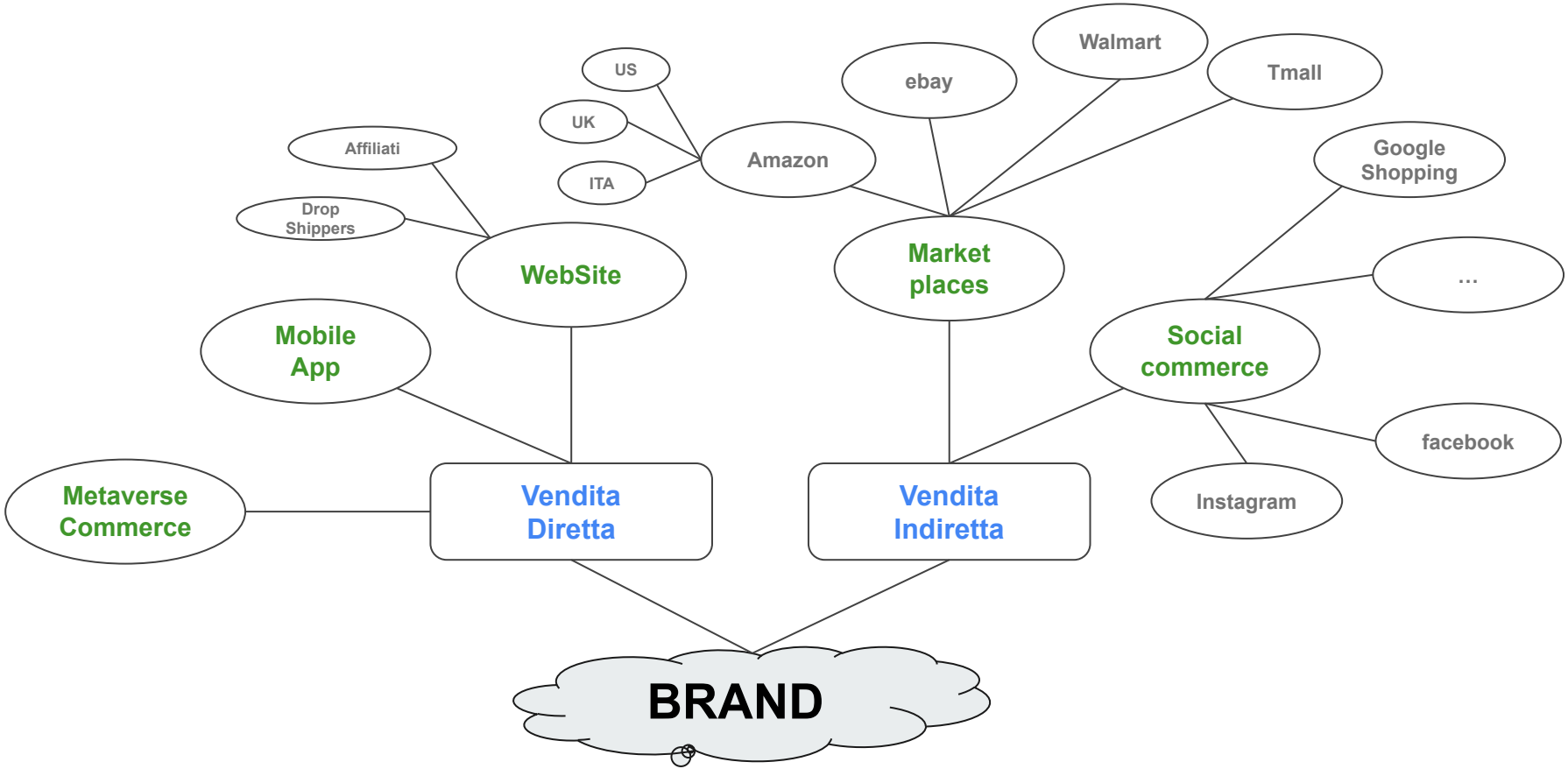
MARKETPLACES

BRAND

Store fisici in strada o all'interno di Centri Commerciali

Distribuzione Tradizionale (Terrestre)

RETE VENDITA DIGITALE



CROSS-DEVICE E-COMMERCE

Negozio online di proprietà (vendita diretta) sul web o su mobile App.

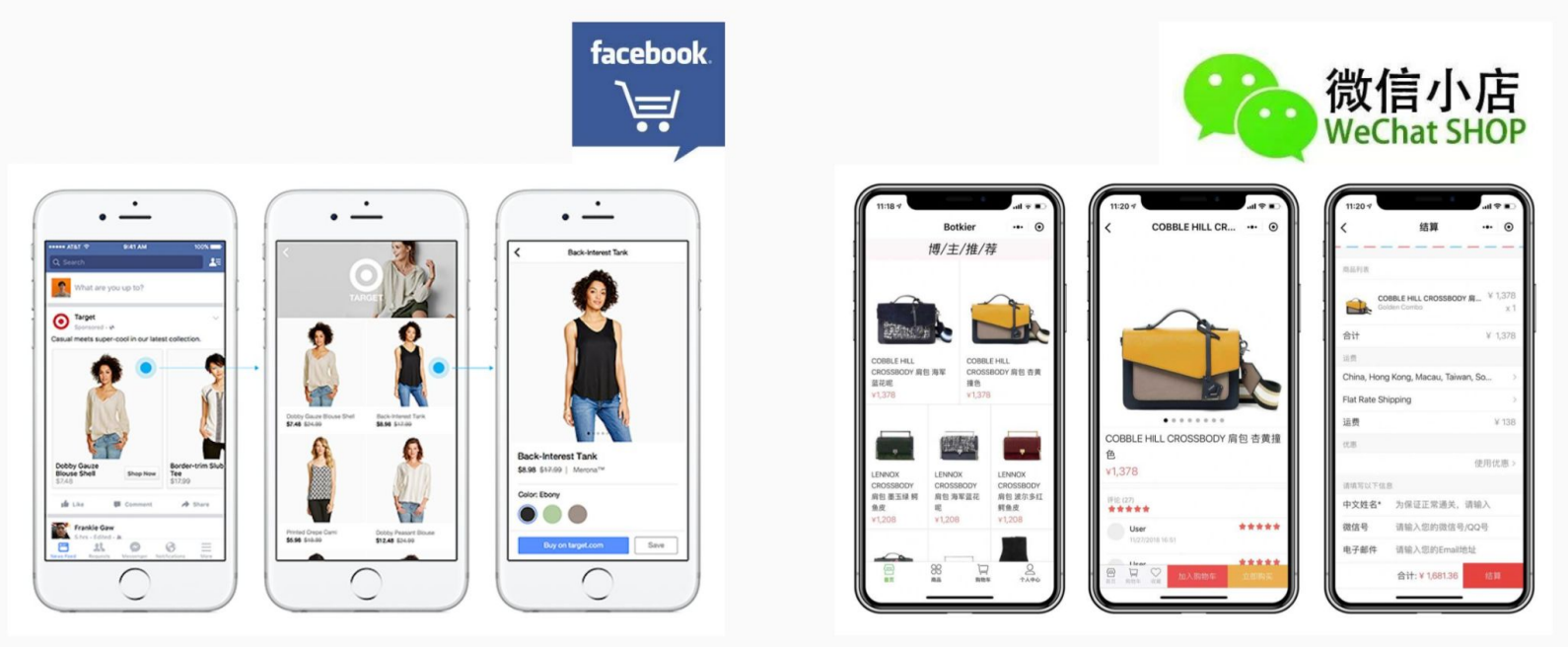
- Website Responsive
- FirstMobile Site
- Commerce App

MARKETPLACES

Negozio indiretto all’interno di marketplace generici o verticali)

SOCIAL STORES/MARKEPLACES

Negozio indiretto all’interno di social network o marketplace social.



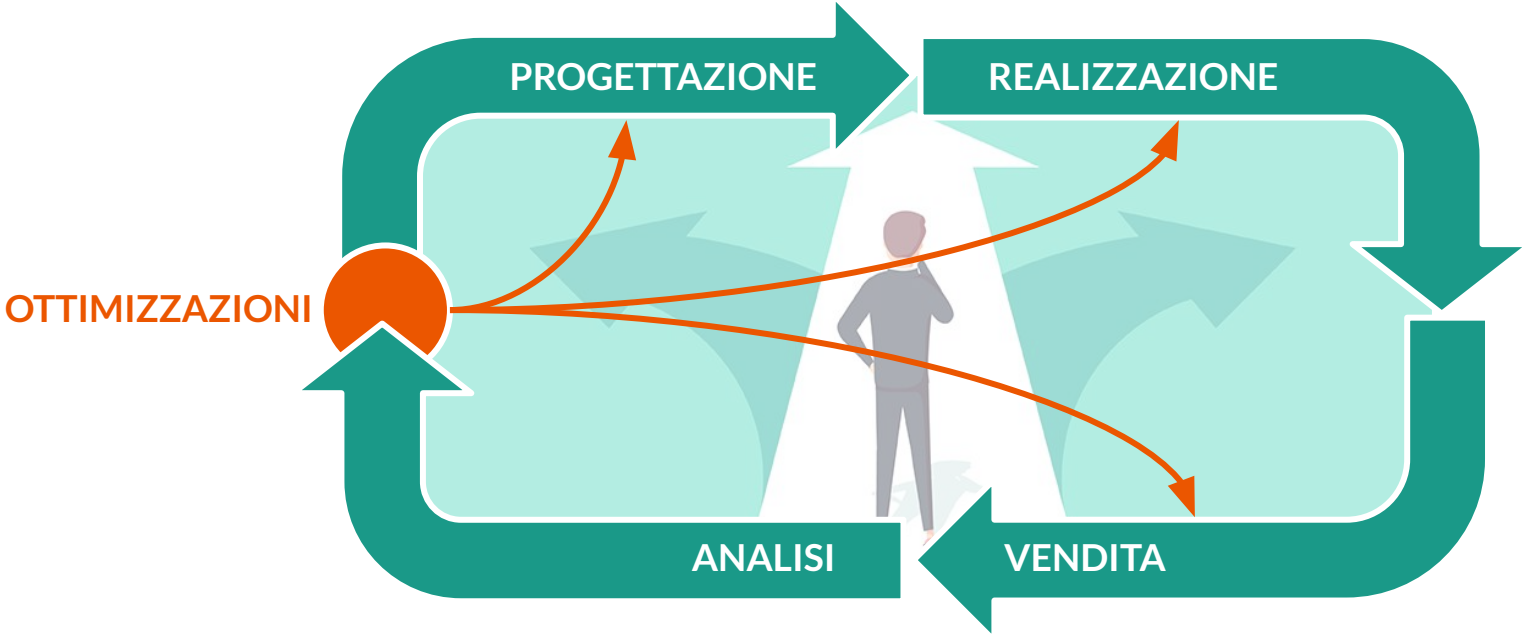
MULTIVERSE COMMERCE

DROP SHIPPING MODEL

CROSS BORDER COMMERCE

STRATEGIA

STRATEGIA DI DISTRIBUZIONE DIGITALE



PROGETTAZIONE

Mercati
Analisi dei mercati di interesse in termine di penetrazione digitale

Budgeting & Forecast
Pianificare gli investimenti e degli obiettivi economici

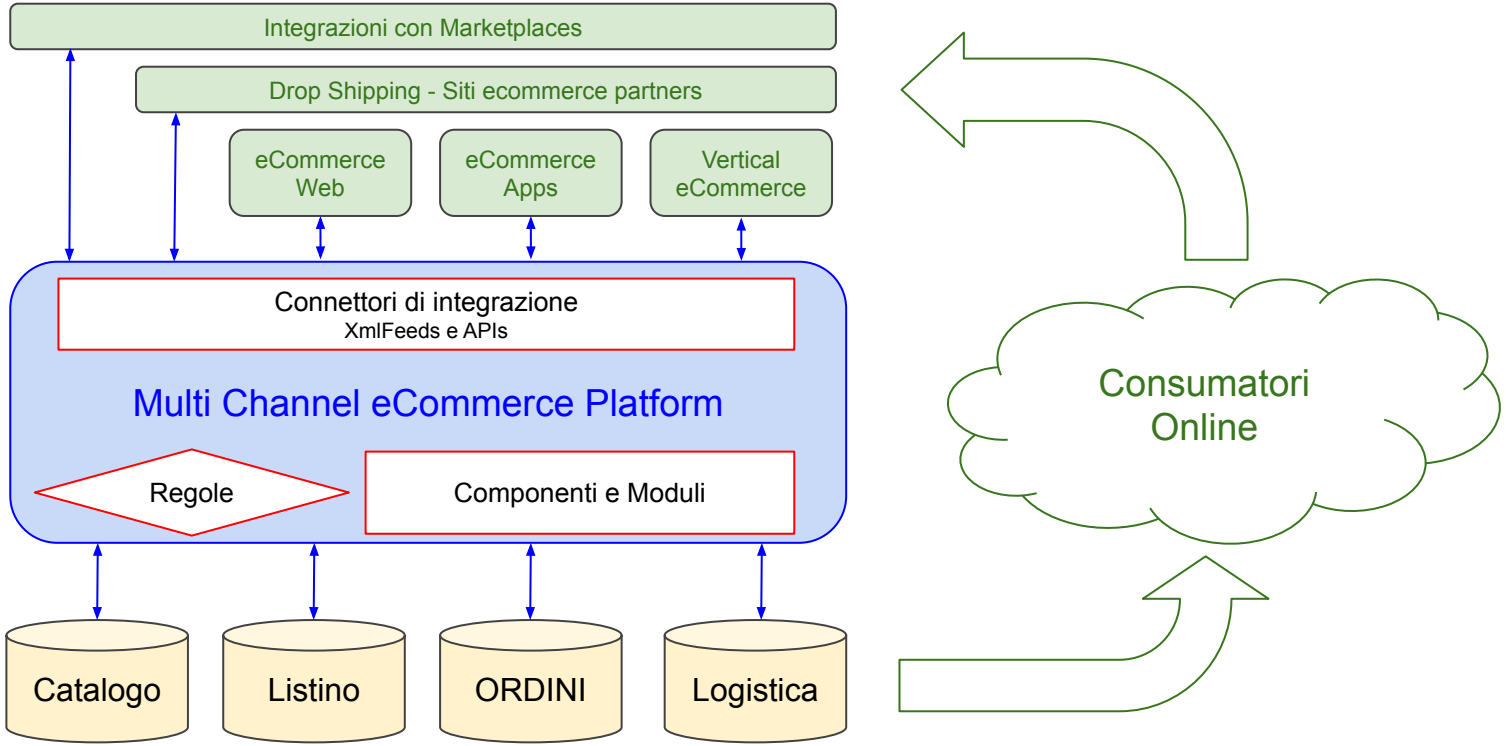
Metodologie
Definire metodologie per le ottimizzazioni delle performance

Performance
Definizione e identificazione delle performance da perseguire

Obiettivi
Definire gli obiettivi da perseguire in termine di penetrazione e ROI

Monitoraggio
Modellare un sistema di analisi dinamico delle performance

REALIZZAZIONE: IDEA PIATTAFORMA



REALIZZAZIONE: INTEGRAZIONE DATI

Products
Add Update Delete Get list

Customers
Add Update Delete Get list

Images
Add Update Delete

Attributes
Add Delete Assign

Product variants
Add Update Delete

Categories
Add Update Delete Get list

Abandoned orders
Get list

Orders
Add Update Get list

Coupons
Add Delete Add condition

Reviews
Get list

Prices
Add Update Delete

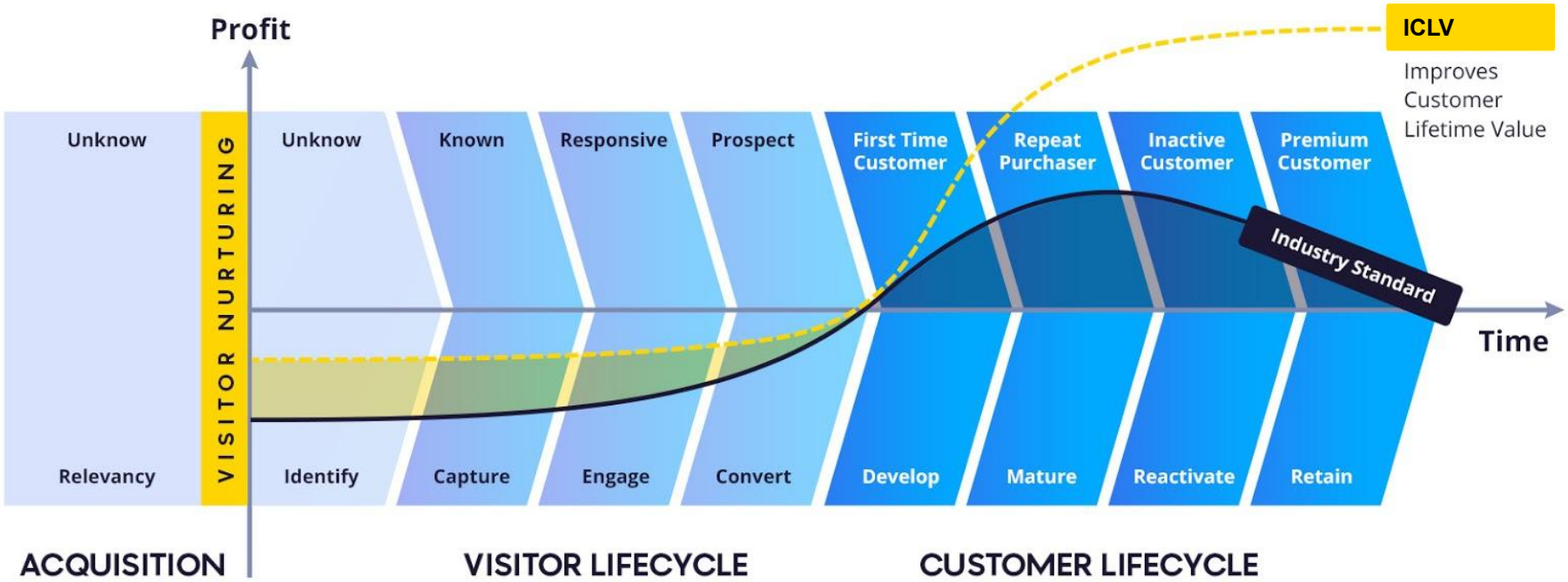
Shipments
Add Update Get list

Taxes
Add Get info

Order status
Get list

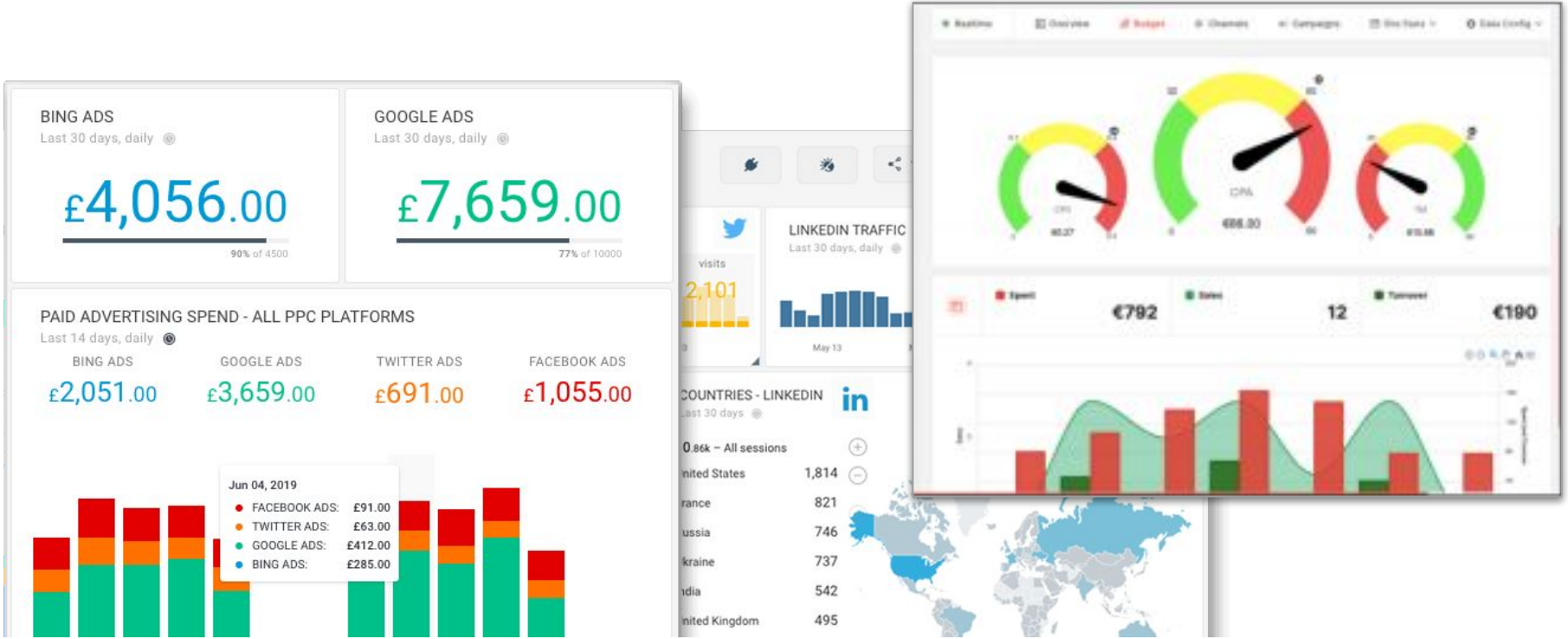
Live shipping rates
Get Add

VENDITA: PERFORMANCE BASE



fonte grafico: exponea.com

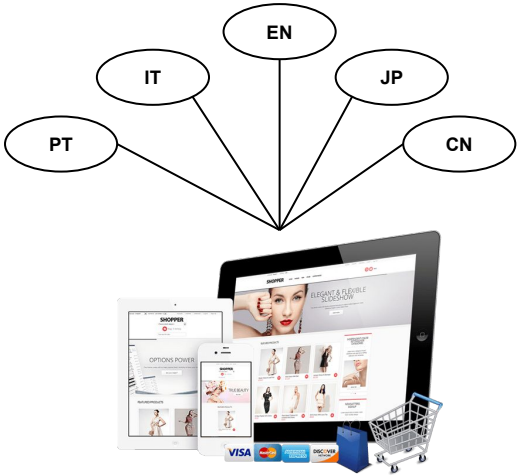
ANALISI


BING ADS
Last 30 days, daily
£4,056.00
90% of 4500
GOOGLE ADS
Last 30 days, daily
£7,659.00
77% of 10000
PAID ADVERTISING SPEND - ALL PPC PLATFORMS
Last 14 days, daily
BING ADS
£2,051.00
GOOGLE ADS
£3,659.00
TWITTER ADS
£691.00
FACEBOOK ADS
£1,055.00
Jun 04, 2019
FACEBOOK ADS: £91.00
TWITTER ADS: £63.00
GOOGLE ADS: £412.00
BING ADS: £285.00
LINKEDIN TRAFFIC
Last 30 days, daily
May 13
COUNTRIES - LINKEDIN
0.86k – All sessions
1,814
821
746
737
542
495
CPA
€792
12
€190

INTERNAZIONALIZZAZIONE

NUOVI MERCATI

SITO MULTI-LINGUA



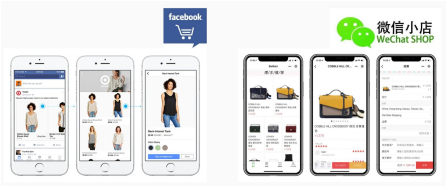
SITI MULTI-MERCATO

PENETRAZIONE NUOVO MERCATO

BRAND Penetration

Clienti indiretti

PRODUCT Penetration



Clienti in
Custom Audiences

DIRECT SALES

Clienti in
CRM interno

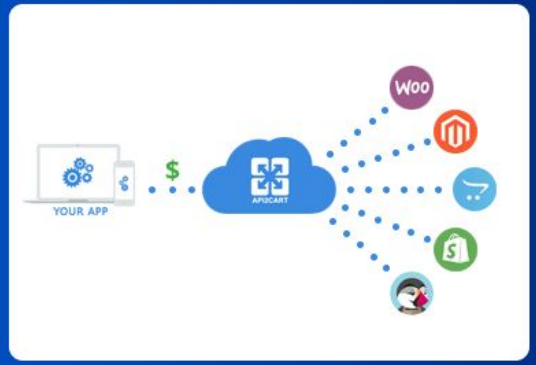
TECNOLOGIE CONSIGLIATE

Data integration: API2CART

Without API2Cart

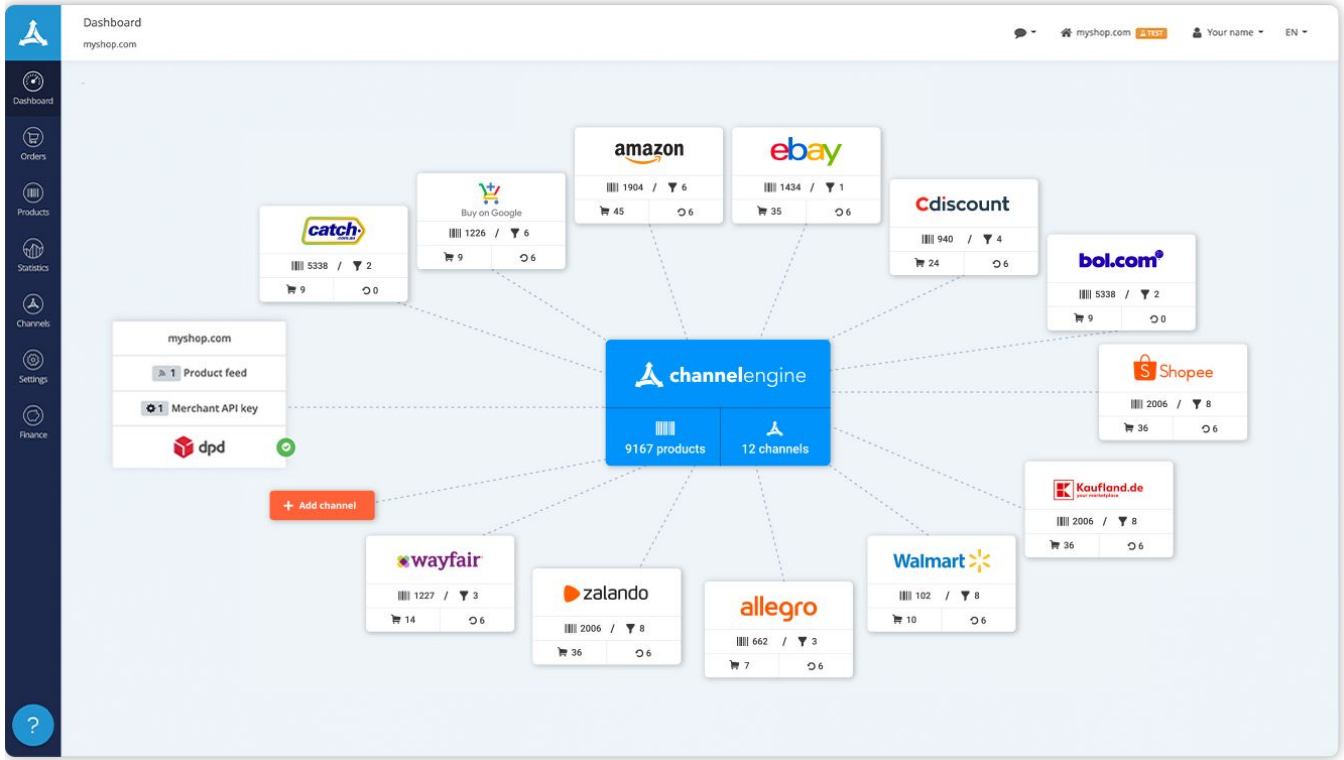
eCommerce API integration is your main pain point?
No wonder connecting different systems for data exchange involves tons of tech work, and so does their maintenance and continuous updates.

With API2Cart

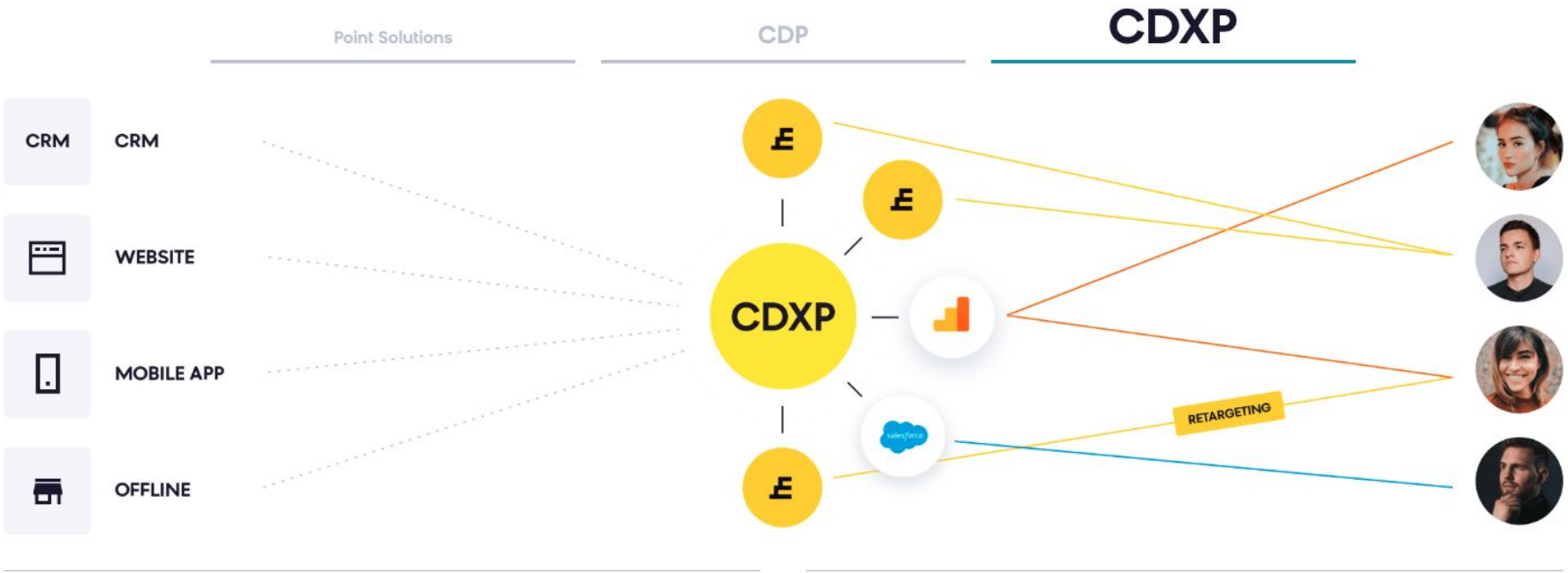


With API2Cart shopping platform integration is easy
Integrate once, save 4-8 weeks and thousands of dollars on each integration. Never worry about maintaining separate connections. Use the best solution for eCommerce API integration for business.

Marketplace: CHANNEL ENGINE



marketing: EXPONEA



Business Analytics: SLYMETRIX

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CONCLUSIONE

www.ecommercegrowth.academy

Prossimo Appuntamento

Iscriviti Gratis

https://www.linkedin.com/video/event/urn:li:ugcPost:6917779779991519232/

GTAVIANI
digital commerce growth

Consultancies

- Digital Distribution Projects
- eCommerce Marketing Coordination
- International Digital Markets
  - Europe (Milan)
  - America (New York)
  - Latam (Sao Paulo)
  - Asia (Singapore)

Vertical Services:

- eCommerce Budget & Forecast
- eCommerce Tracking & Analytics
- eCommerce Marketing Automation
- Facebook Advertising
- Linkedin B2B Business Influence

www.gtaviani.com

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GRAZIE!

Arrivederci al prossimo Evento

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