



**HITSPOT.MEDIA**



## WHY?

We believe that the most effective communication is the one that offers the user a shortcut to his goal and helps him reach it. The one that supports, not disturbs.

## HOW?

We observe, analyze and pay attention to words and gestures. We operate according to individual needs, taking into account every detail that is important for our Partners.

## WHAT?

We communicate with the Clients of our Clients, using the latest tools and automating customer-centric approach.  
**We do our best to meet their needs.**

# WHAT MOTIVA TES US

# THE NUMBERS SPEAK FOR THEMSELVES

## 41% GROWTH

of conversion rate, compared with traditional remarketing campaign based on segmentation<sup>1</sup>.

## 43%

lower cost of user conversion, thanks to the use of cross-selling campaigns<sup>1</sup>.

## 119%

increase in online sales among marketers who use personalization in their marketing activities<sup>2</sup>.

## 34%

higher CTR of display activities due to the Sales Uplift Campaign<sup>1</sup>

# EVERY THING IN ONE PLACE

**bluerank**



**HITSPOT.MEDIA**

**REACH**

**REMARKETING**

**DATA-DRIVEN**

The Customer Journey of every customer means going through the following phases of interest in the company's products and services until reaching conversion and the state of loyalty. Complementary competencies of Bluerank and Hitspot Media guarantee the efficient guidance - all the way their brand journey.



# OUR SERVICES

**ACTIONS DEDICATED TO  
SALE BASED ON LEADS**

**HSM4LEAD**

# HSM4LEAD

LEAD GENERATION

LEAD NURTURING

CUSTOMER RETENTION

FULL CUSTOMER JOURNEY CAMPAIGNS

The Customer Journey of every customer means going through the following phases of interest in the company's products and services until reaching conversion and the state of loyalty. Complementary competencies of Bluerank and Hitspot Media guarantee the efficient guidance - **all the way their brand journey.**

# HSM4LEAD

## CUSTOMER JOURNEY STAGES

The entire campaign is based on the customer journey path, which consists of three interrelated elements that can also act as separate solutions for the needs of your business.

LEAD GENERATION

LEAD NURTURING

CUSTOMER RETENTION

**CLICK HERE**  
AND LEARN MORE ABOUT  
EACH STAGE OF THE PATH

# HSM4LEAD

THANKS TO OUR EXPERIENCE,  
WE ARE ABLE TO CREATE DEDICATED  
**SOLUTIONS TAILORED TO THE NEEDS  
OF YOUR BUSINESS**

FINANCE / BANKING

PERMAMENT SERVICES

**B2B**

WHOLESALE TRADE

INVESTMENTS

REAL ESTATE

EVENT INDUSTRY

AUTOMOTIVE

SOFTWARE DEVELOPMENT

SAAS

TELECOM

**ACTIONS DEDICATED  
TO E-COMMERCE**

**HSM4RETAIL**

# HSM4RETAIL

SMART RETARGETING

CROSS-SELLING

CUSTOMER RETENTION

SALES UPLIFT CAMPAIGNS

The customer's life cycle of the online store is going through subsequent stages of interest, determining real needs and verifying expectations. We support the brand's activities at each of these stages as well as in the loyalisation of its customer groups. Complementary activities of Hitspot Media allow for optimization of the client's value **at every stage of their decision path.**

[CLICK HERE  
TO SEE OUR  
CASE STUDY](#)



# HSM4RETAIL

## SALES UPLIFT STAGES

The entire campaign is based on the customer journey path in online store, which consists of three interrelated elements that can also act as separate solutions for the needs of your business.

**SMART RETARGETING**

**CROSS-SELLING**

**CUSTOMER RETENTION**

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# HSM4RETAIL

THANKS TO OUR EXPERIENCE,  
WE ARE ABLE TO CREATE DEDICATED  
**SOLUTIONS TAILORED TO THE NEEDS  
OF YOUR SALES**

ENTERTAINMENT

LIFESTYLE

**E-COMM**

TOURISM

FURNITURE / INTERIORS

SERVICES

BEAUTY

FASHION

HOTEL INDUSTRY

FMCG

RTV / AGD



# DATA DRIVEN

## REGARDLESS OF THE INDUSTRY

 **RAINBOW**

 **MITSUBISHI  
MOTORS**

Jean Louis David

**TOUS**

 **Unilever  
Food  
Solutions**

 **YVES ROCHER**

## MIXX AWARDS EUROPE 2017

*PROGRAMMATIC ADVERTISING SILVER AWARD WINNER*

## MIXX AWARDS & CONFERENCE 2017

*USE OF TECHNOLOGY BRONZE AWARD WINNER*

## GOLDEN ARROW 2017

*DISTINCTION IN DIGITAL MARKETING – INTERNET INNOVATION*

## EUROPEAN 2017 SEARCH AWARDS

*INNOVATION CAMPAIGN AWARD WINNER*



**EUROPEAN 2017  
SEARCH AWARDS**

**STAY IN TOUCH**

**JACEK TKACZUK**

**CTO**



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