



**HSM4RETAIL**

**ACTIONS DEDICATED  
TO E-COMMERCE**



# 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](#)

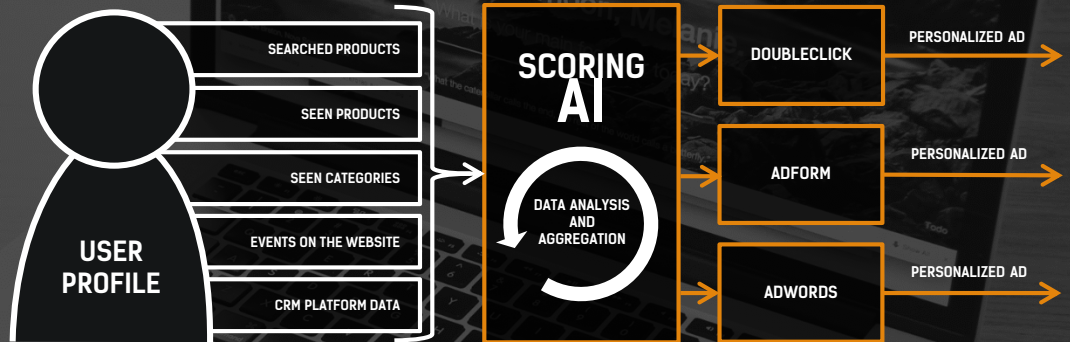


# HSM4RETAIL

## SMART RETARGETING

Proper analysis and understanding of your clients is the key to optimizing marketing communication.

Our campaigns allow us to effectively bring consumers closer to the final purchase decision, and in addition to expand the product horizon of the customer, showing him articles and services that he has not seen before.



SMART TARGETING

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## CROSS-SELLING

The sale is not just "buy now".

Our campaigns allow you to reach each user with the right products at the right time.

Everything to maximize the value of the shopping basket.



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## CUSTOMER RETENTION

Keeping existing customers is just as important as acquisition. The cost of detaining the client is five times smaller than obtaining a new one<sup>1</sup>.

Our campaigns allow you to direct your communication to inactive or retention-ready clients by using smart lists.

The operation is based on the selected criteria in the CRM database.

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Jean Louis David

### LIST CRITERIA

#### PRODUCT CATEGORY

SPORTSWEAR

#### MADE INTERACTIONS

ADDED TO THE CART

EXPORT

E-MAIL

#### DATE OF ACTIVITY

01.06-01.07.2018

### REMARKETING LIST

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SMART TARGETING

CROSS-SELLING

CUSTOMER RETENTION

<sup>1</sup> Invesp, „Customer Acquisition Vs. Retention Costs – Statistics And Trends”

# 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

**STAY IN TOUCH**

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