



Bresciani
by Adzeye

ADZEYE
EXPENDING VIEWABILITY

Case Study

Adz Eye's Revitalization Of

Bresciani's

Digital Marketing Efforts

Business Help?
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www.adzeye.com

Company Overview

- Client: Bresciani
- Industry: Fashion and Apparel
- Headquarters: Italy

Products and Services

Bresciani is an iconic luxury fashion brand specializing in high-end men's hosiery, renowned for exceptional craftsmanship and superior quality materials. The brand extends its expertise to a fine collection of underwear and nightwear, upholding the Italian tradition of sartorial elegance.

Market Position

Bresciani stands as a paragon of Italian luxury in the global market, known for its meticulous attention to detail and dedication to artisanal excellence. Positioned at the premium end of the market, Bresciani caters to discerning customers who seek unparalleled quality and timeless style.



Objective

To refine Bresciani's digital marketing strategy, enhance brand visibility on international platforms, and drive higher conversion rates through a tailored e-commerce experience.

Challenges Faced

Global Brand Visibility:

Bresciani needed to amplify its online presence to reach a broader international audience.

E-commerce Conversion Rates:

While traffic was high, the conversion rate on Bresciani's ecommerce platform was not meeting expectations.

Competitive Differentiation:

Standing out in a saturated luxury market was becoming increasingly challenging.

Global E-commerce Optimization:

Strategy:

Revamp the e-commerce platform to support multiple languages and currencies, ensuring a seamless shopping experience for a global audience.

Outcome

Enhanced international user engagement and a 35% increase in global sales.



Dynamic Digital Marketing and Personalization:

Strategy

Implement personalized marketing campaigns leveraging advanced data analytics to target specific demographics.

Outcome

Higher engagement rates, with email marketing performance increasing by 45% and social media interactions by 65%

Innovative Online Branding and Content Strategy:

Strategy

Develop a content-rich strategy that highlights Bresciani's heritage and craftsmanship through high-quality visuals and storytelling.

Outcome

Strengthened brand identity and increased organic search traffic by 50%.

Results: A Marked Improvement in Performance and Perception

Enhanced Global Reach:

Expanded digital footprint led to a 50% increase in international traffic.

Conversion Rate Excellence:

Doubled e-commerce conversion rates, significantly boosting revenue.

Elevated Brand Prestige:

Enhanced content and marketing strategies improved brand perception, leading to increased visibility in luxury fashion circles.

+	Create	Duplicate	Edit	A/B Test	Rules	1-200 of 340	View Setup	Reports	
<input type="checkbox"/>	Campaign Name	Delivery ↑	Bid Strategy	Budget	Reach	Impressions	Results	Cost per Result	CTR Click Rate
<input type="checkbox"/>	A/B_Test_Creatives_March_2021_US_Broad...	Active	Using ad set bi...	Using ad set bu...	22,809	41,719	4 Purchases	\$118.39 Per Purchase	
<input type="checkbox"/>	Leadgen / Gated content / Asia-8 v1 (AL)	Active	Cost cap	\$100.00 Daily	3,142	4,123	17 On-Facebook Leads	\$1.97 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / Latin-7 v1 (AL)	Active	Cost cap	\$100.00 Daily	13,410	16,154	32 On-Facebook Leads	\$1.89 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / Europe-25 v1 (AL)	Active	Cost cap	\$100.00 Daily	1,603	1,936	5 On-Facebook Leads	\$2.71 Per On-Facebook Le...	
<input type="checkbox"/>	Leadgen / Gated content / US v1 (AL)	Active	Cost cap	\$100.00 Daily	56	64	2 On-Facebook Leads	\$0.42 Per On-Facebook Le...	
<input type="checkbox"/>	AU_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	24,008	28,427	2,630 Estimated Ad Recall ...	\$0.02 Per Estimated Ad Re...	
<input type="checkbox"/>	CA_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	36,927	44,932	3,730 Estimated Ad Recall ...	\$0.02 Per Estimated Ad Re...	
<input type="checkbox"/>	UK_Awareness_Broad_Reach_7days	Active	Lowest cost	\$60.00 Daily	37,784	44,396	4,390 Estimated Ad Recall ...	\$0.01 Per Estimated Ad Re...	
<input type="checkbox"/>	SE, DK, NO, NL, CZ, FR, PT, PL, IT_Awareness...	Active	Lowest cost	\$110.00 Daily	163,973	188,895	13,800 Estimated Ad Recall ...	\$0.01 Per Estimated Ad Re...	
> Results from 340 campaigns					599,576 People	924,145 Total			

Testimonials

Client Quote

"Adz Eye's comprehensive approach to digital marketing has been transformative for Bresciani. Their innovative strategies have not only expanded our reach but have also elevated our brand to new heights in the luxury market." - Marketing Director, Bresciani