

COVISIAN

digital

from
Digital
Engagement
to
Conversion

Digital
Customer
Acquisition
per

 **TIM**

PILAR PROJECT

-  Collaborazione tra Team Digital e Operation
-  Monitoraggio & Tuning Real-Time
-  Trasparenza delle Informazioni verso utenti e verso TIM
-  Growth Hacking

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Digital Customer Acquisition

Preferred Partner



PILAR PROJECT

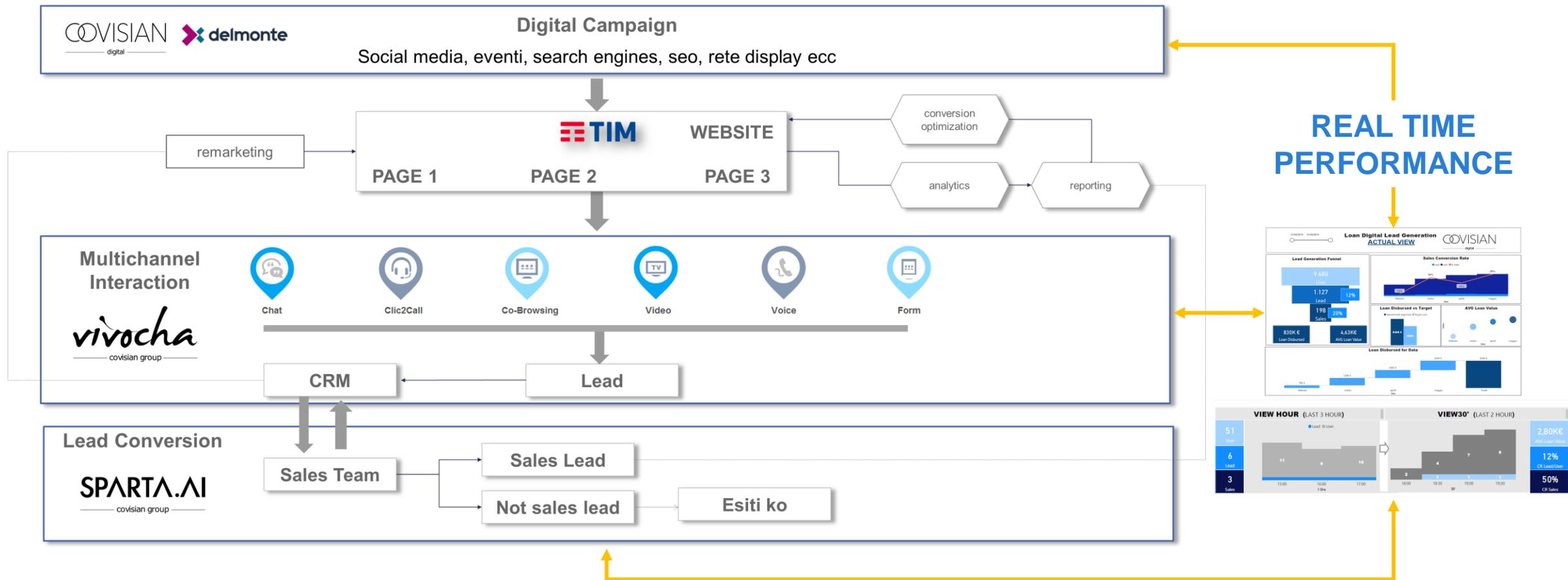
- ✓ Collaborazione tra Team Digital e Operation
- ✓ Monitoraggio & Tuning Real-Time
- ✓ Trasparenza delle Informazioni verso utenti e verso TIM
- ✓ Growth Hacking



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Il Modello E2E

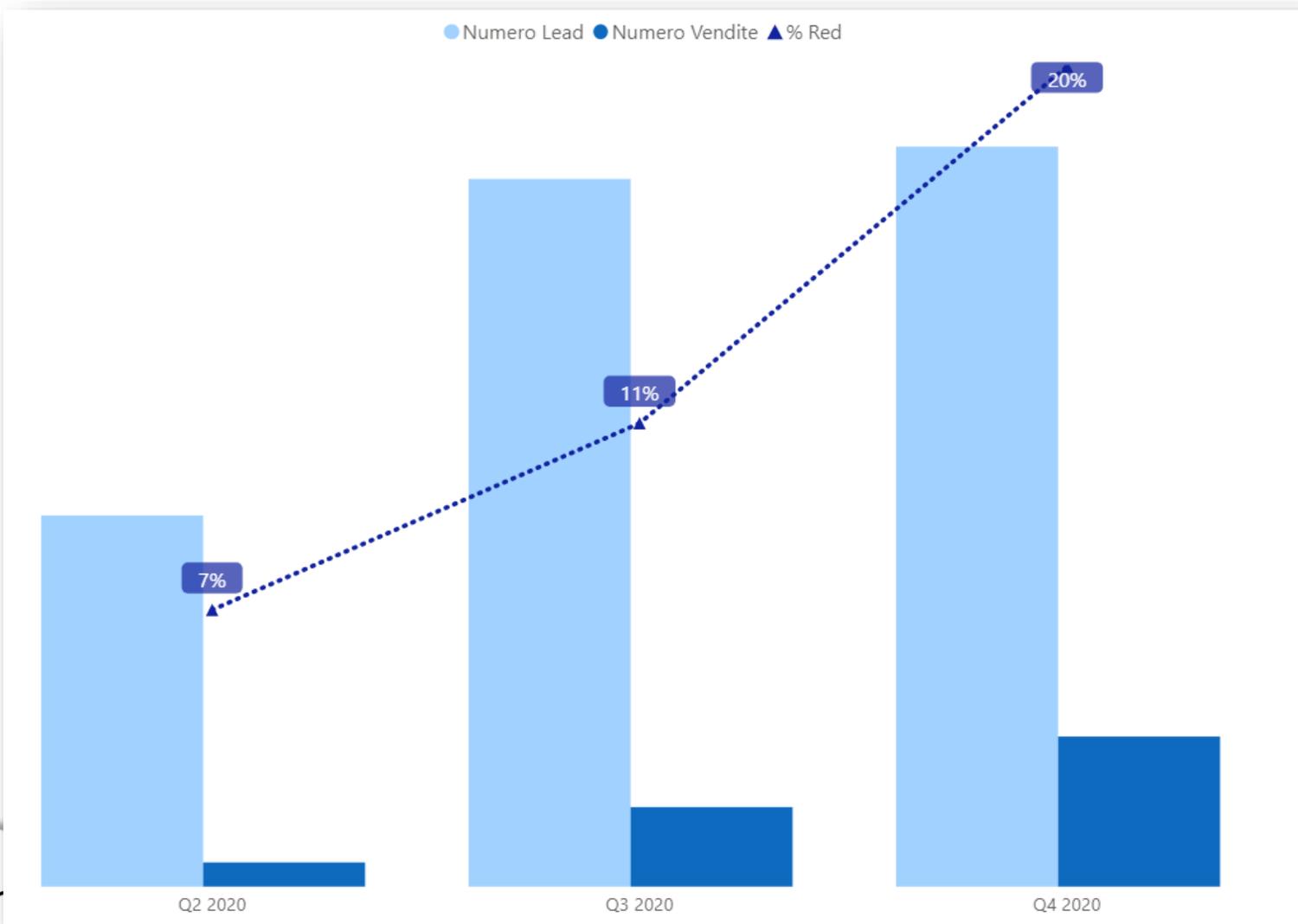
Preferred Partner



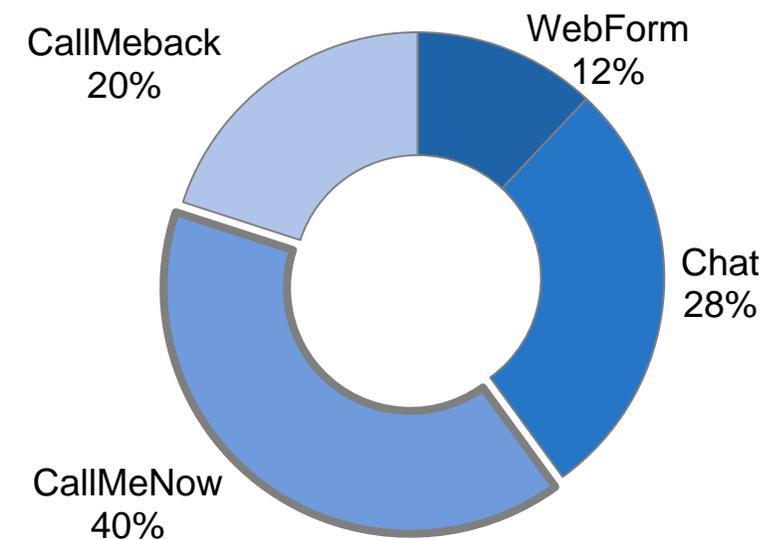
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Performance Sales

Preferred Partner



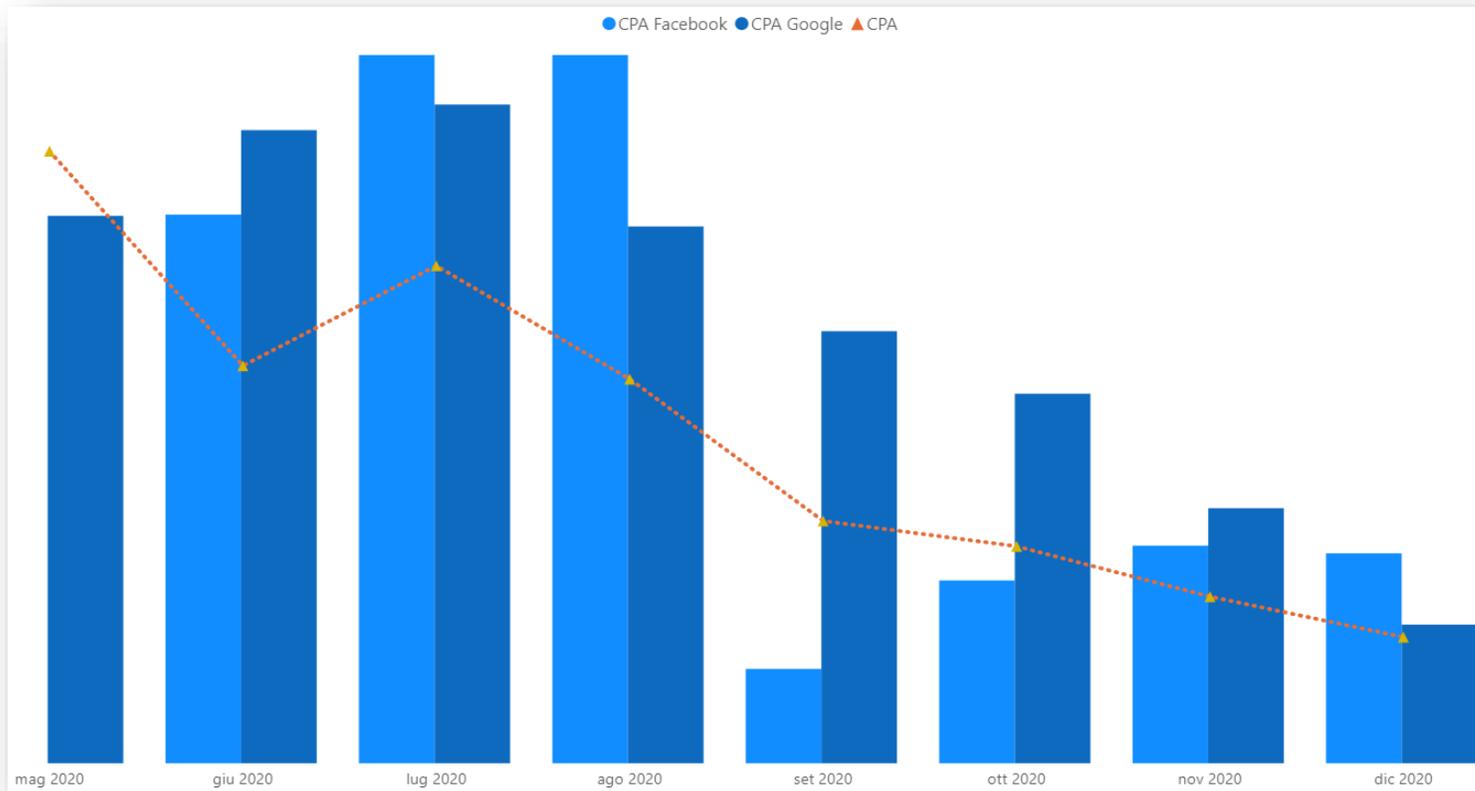
- ✓ **Ottimizzazione** su target – riduzione Già clienti TIM;
- ✓ **Introduzione di canali di interazione** multipli.



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Performance Costo di Acquisizione

Preferred Partner



Informazioni Real-Time esiti e status



Strategie di Remarketing e GeoMarketing.

The background features a dark blue overlay with various digital icons such as a laptop, smartphone, social media symbols (like a heart, share, and like), and network diagrams. At the bottom, a group of seven diverse young adults are shown interacting with their devices: two women on the left looking at a tablet, a man in the center holding a laptop, and a group of three people on the right looking at a tablet together. The overall theme is digital connectivity and collaboration.

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GRAZIE

<https://covisian.com/dna/covisian-digital>