

## E-Commerce department is responsible for the entire funnel. - from product sourcing to customer experience and retention-

### WHAT DOES THAT MEAN IN PRACTICE?

At Creative Clicks, we own the **full funnel**. Our teams source the products, find the markets to sell them, find mediums to share the products on and captivate the audience. A big part of it is also Media Buying - we are able to make informed choices, all based on the data collected.



“We base all of our decisions on data. Without utilizing data and predictive analysis, E-Commerce can become a money pit. That’s why having access to your data, being able to analyze it correctly, and having a team that understands what it means, is so important. Data is something you can always trust.”

HARRISON, HEAD OF E-COMMERCE

## FULL FUNNEL STRATEGY

example: EcoHeat

### PRODUCT SOURCING

In mid-2023, we introduced **Ecoheat**, an energy-efficient heating solution, strategically addressing market demand and showcasing our agility in product innovation.

### LEAD GENERATION

Recognizing the need for a more strategic solution, we made the bold decision to create **6** of our own Shopify storefronts, **3** of them in Europe.

### SALES

This initiative resulted in a **10%** increase in top-line revenue by selling **750** heaters daily.

### BRAND DEV.

Building on Ecoheat's success, we expanded our seasonal product strategies to include air coolers, humidifiers, and dehumidifiers, effectively tailoring our inventory to meet evolving consumer needs.

**SELLING 750 HEATEARS DAILY.**  
**WHAT'S NEXT?** Conquering **EUROPE** and more.