

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.