

From Silos to Digital Integration: Unifying Data & Signals for Omnichannel Marketing Excellence

Konstantinos Skianis, CEO

DIGITAL MARKETING AGENCY

22 years of experience



AGENCY ^{OF}_{THE} YEAR



**Peak^{'26}
awards**

πλαίσιο



**11 YEARS OF
STRATEGIC PARTNERSHIP**

27 Stores

Call Center

Website

πλαίσιο



BRAND ^{OF THE} DECADE



Peak^{'26}
awards

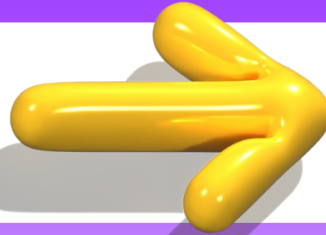
27 Stores

Call Center

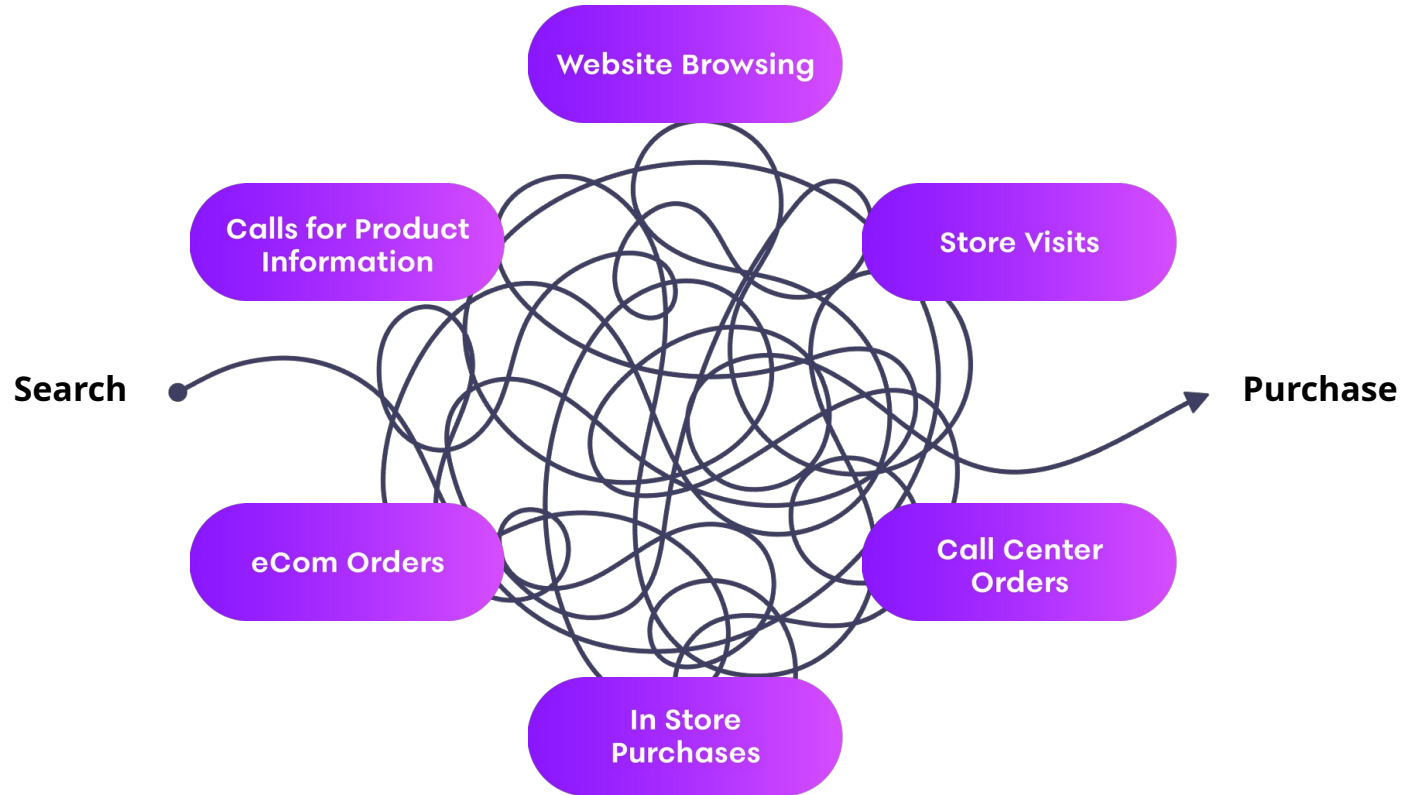
Website

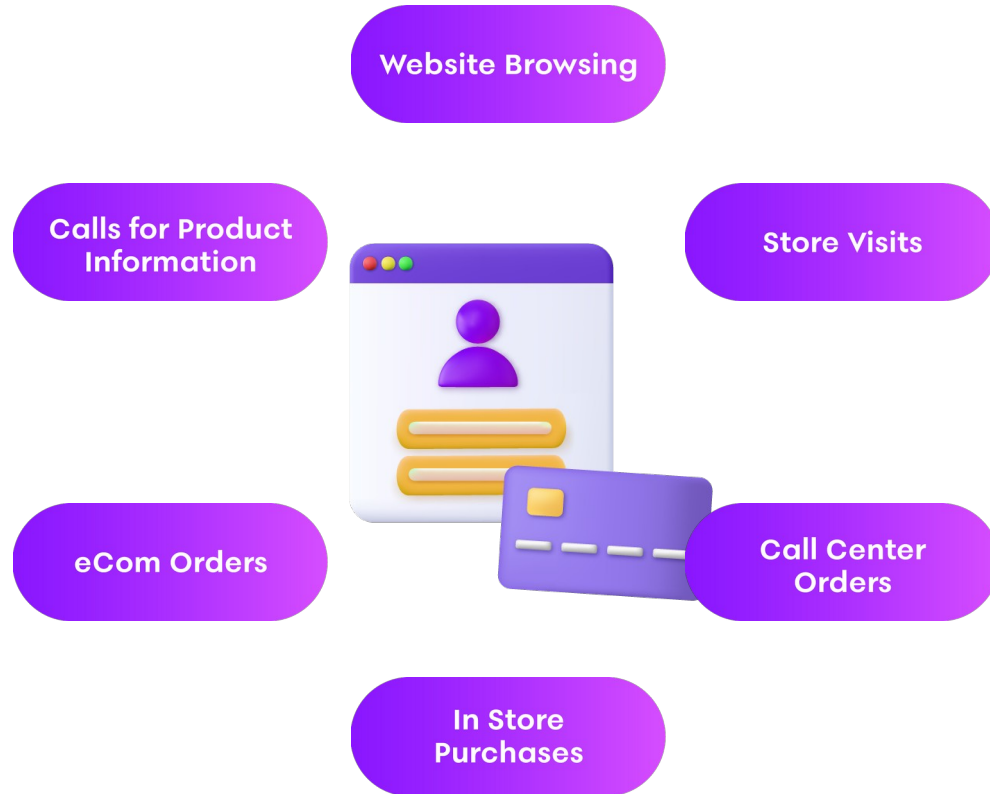
HOW WE ORIGINALLY SUPPORTED PLAISIO

Digital Marketing



e-Commerce





Plaisio's emerging vision

**UTILIZE AVAILABLE
DATA & DIGITAL TOOLS**

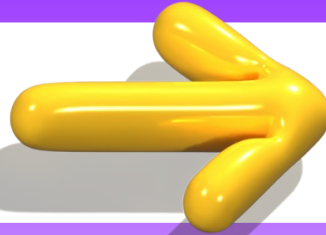
to increase

**BUSINESS & ADVERTISING
EFFECTIVENESS.**



HOW OUR COLLABORATION NEEDED TO EVOLVE

Digital Marketing

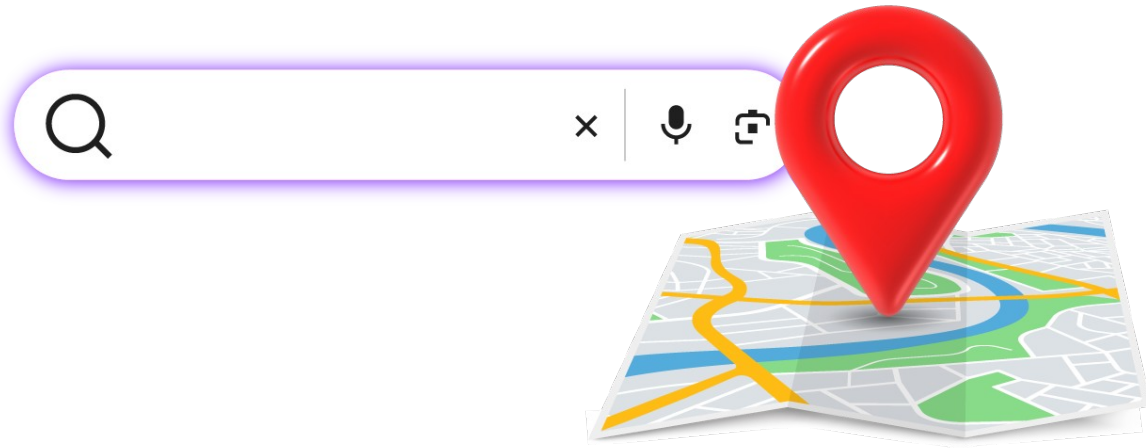


~~e-Commerce~~
Unified Commerce

A large, 3D, metallic blue number 3 with a shadow, positioned on the left side of the slide.

Digital
Marketing
Strategies
to achieve this

HOW DIGITAL QUERIES CAN HELP GUIDE BUSINESS DECISIONS



Laptop Plaisio Μελίσσια



Product Intent

+

Brand Intent

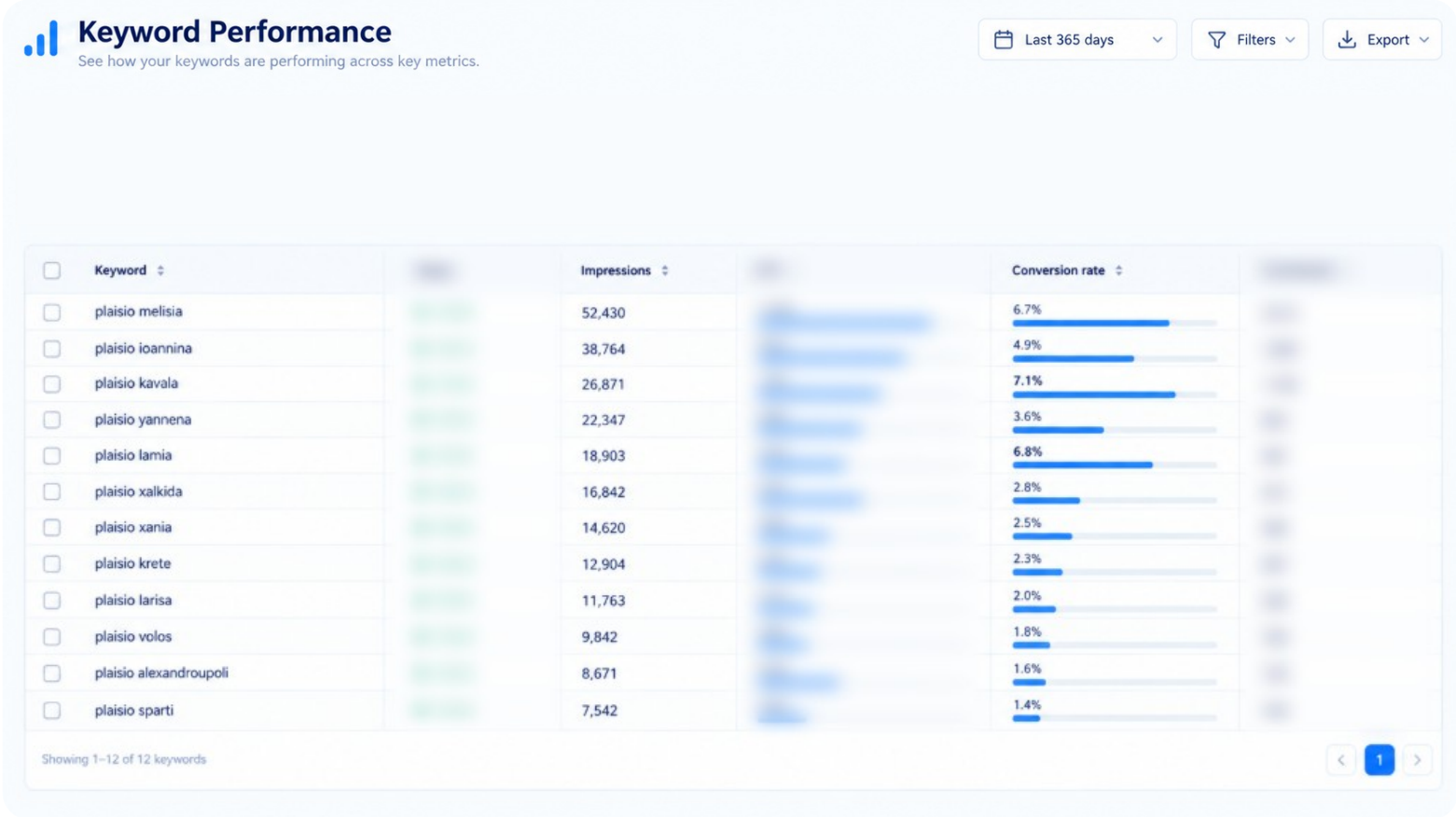
+

Location Intent

High Demand
+
No Store
=
Market Opportunity

High Demand
+
Plaisio Store
=
Store Acceleration

Your customers can tell you where to open your next store



The data & business contribution of digital campaigns

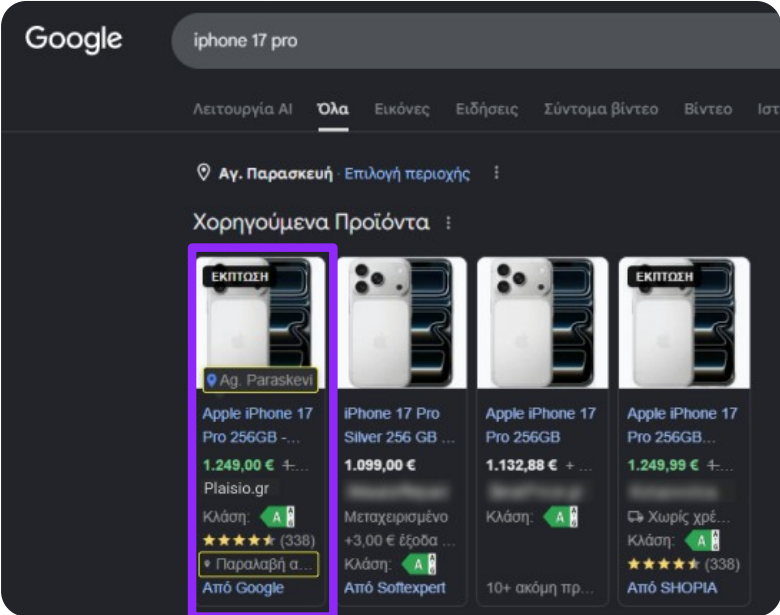
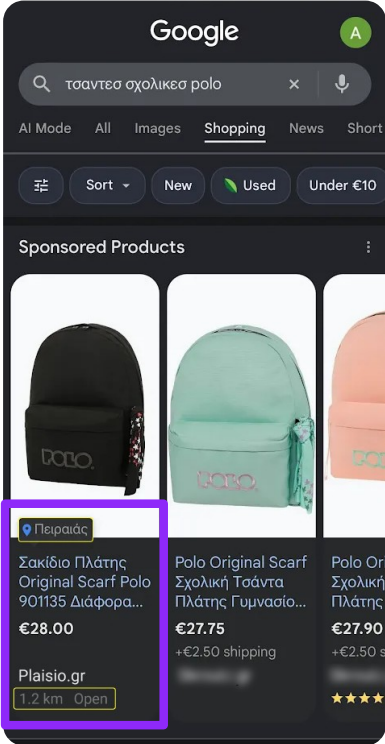


Store locations		Call clicks	Driving directions
Πλαίσιο Αμαρουσίου Ανδρέα Παπανδρέου 35, Μαρούσι...		2,233	2,618
Πλαίσιο Καλαμαριάς Εθ. Αντιστάσεως 121, Καλαμαριά...		5,415	9,112
Πλαίσιο Ηρακλείου, 62 Μαρτύρων Λεωφ. 62 Μαρτύρων 154, Ηράκλ...		2,218	2,026
Πλαίσιο Μεταμόρφωσης Φαβιέρου 5, Μεταμόρφωση 144 52		4,732	13,520

Store inventory data & proximity signals lead to enhanced convenience



- ⚙️ Live Inventory Bridging
- ⚙️ Proximity & Convenience
- ⚙️ Click & Collect



HOW TO SUPPORT A STORE DURING AN IMPORTANT SEASONAL PERIOD



A family of four is playing soccer on a lush green field. A mother is on the left, a father on the right, and two young children in the center. A soccer ball is on the grass. In the foreground, a smartphone displays a map with a large red location pin. The scene is set in a park with trees in the background.

**TARGETING
PEOPLE**

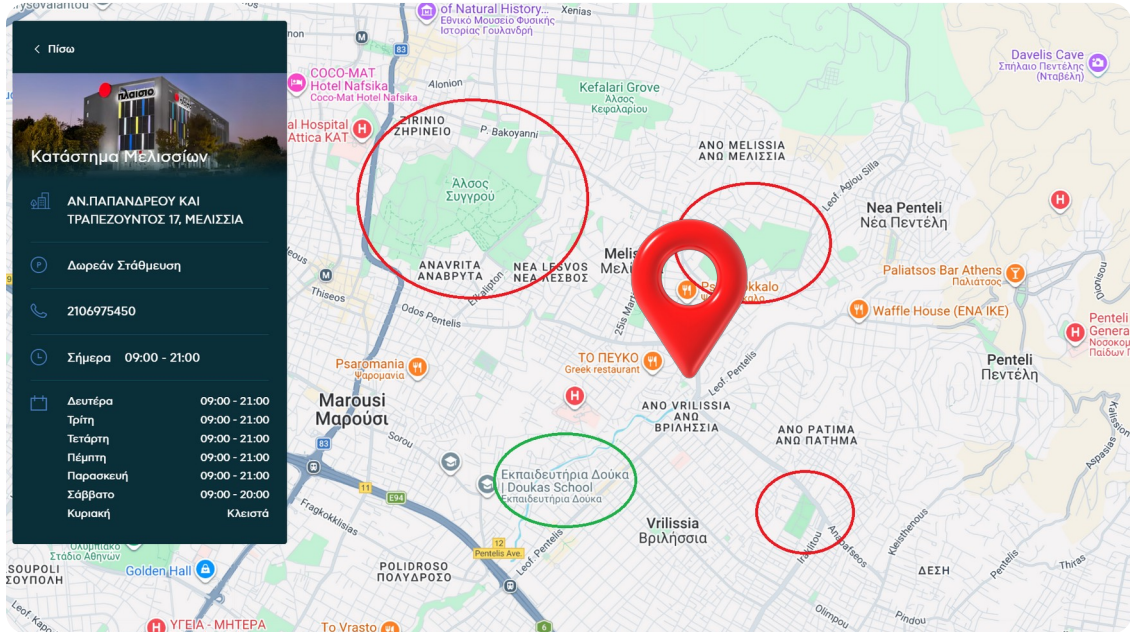
**AT THE
RIGHT
CONTEXT**

SATURDAY / SUNDAY

The Weekend Parent Strategy - Targeting parks & recreational areas visited by parents.

4 DAYS BEFORE SCHOOL

The “Back to School 4-Day Peak” - Precise targeting of schools during the opening days.



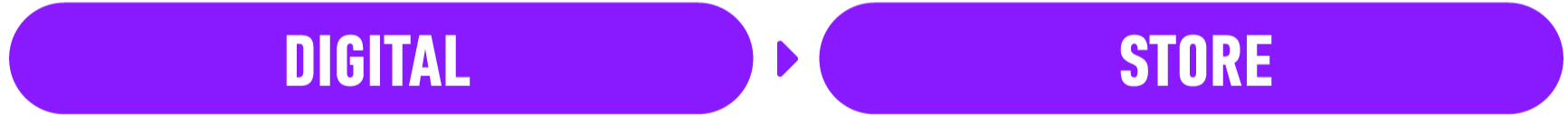


THE STORE FINALLY “TALKS” BACK





Before



Now

The store is no longer the endpoint. It is also a signal!



Customer Data Platform ...within an omnichannel architecture



CUSTOMER TOUCH POINTS

Website • Store • Email • Viber • Call center



CUSTOMER DATA PLATFORM (CDP)

Collect • Segment



ENGAGEMENT / ACTIVATION SYSTEMS

Communication Personalization • Advertising



CONSISTENT CUSTOMER EXPERIENCE

Examples of CDP Usage in Digital Advertising



“Δώσε ζωή
στο κλιματιστικό
σου με τη σωστή
συντήρηση”



Γνώρισε τα νέα ολοκληρωμένα πακέτα
συντήρησης, για να απολαμβάνεις
ωραία και καθαρή ατμόσφαιρα
όλο το χρόνο!

Samsung TV
έχεις.

Samsung
Galaxy S23
έχεις;

Ώρα να
αποκτήσεις!

ΕΙΣΑΙ ΝΑΥΠΛΙΟ;



*Ισχύουν όροι & προϋποθέσεις

The first year's results



+185%

Store Visits
for the
supported stores

+36%

**Omnichannel
Roas**

+112%

Click & Collect
for the supported stores

+42%

Digital Sales
for CDP store
data usage

UTILIZE

UNIFIED DATA & DIGITAL TOOLS

**TO INCREASE BUSINESS
& ADVERTISING
EFFECTIVENESS.**



THANK YOU

