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DSQUARED2



e-business reshaped:

A tale of digital strategy and innovation

APR 22, 2024 | LAC CENTER, LUGANO





WHEN

2015

Founded as
software house

2017

Moved the HQ
to Milan

2019

Evolved into
Business
Partner

2021

Reached 100+
employees

2023

Became the
3rd best place
to work

WHERE

Milan | HQ
Rome
Lugano
Catania
Palermo

OUR VISION

We offer our expertise to overcome
Digital Challenges
and seize business opportunities.

OUR MISSION

Our approach is customer-oriented and goes
from strategy to implementation, including
adoption and training.



**STRATEGY &
DESIGN**



CUSTOMER
CRM, COMMERCE &
MARKETING

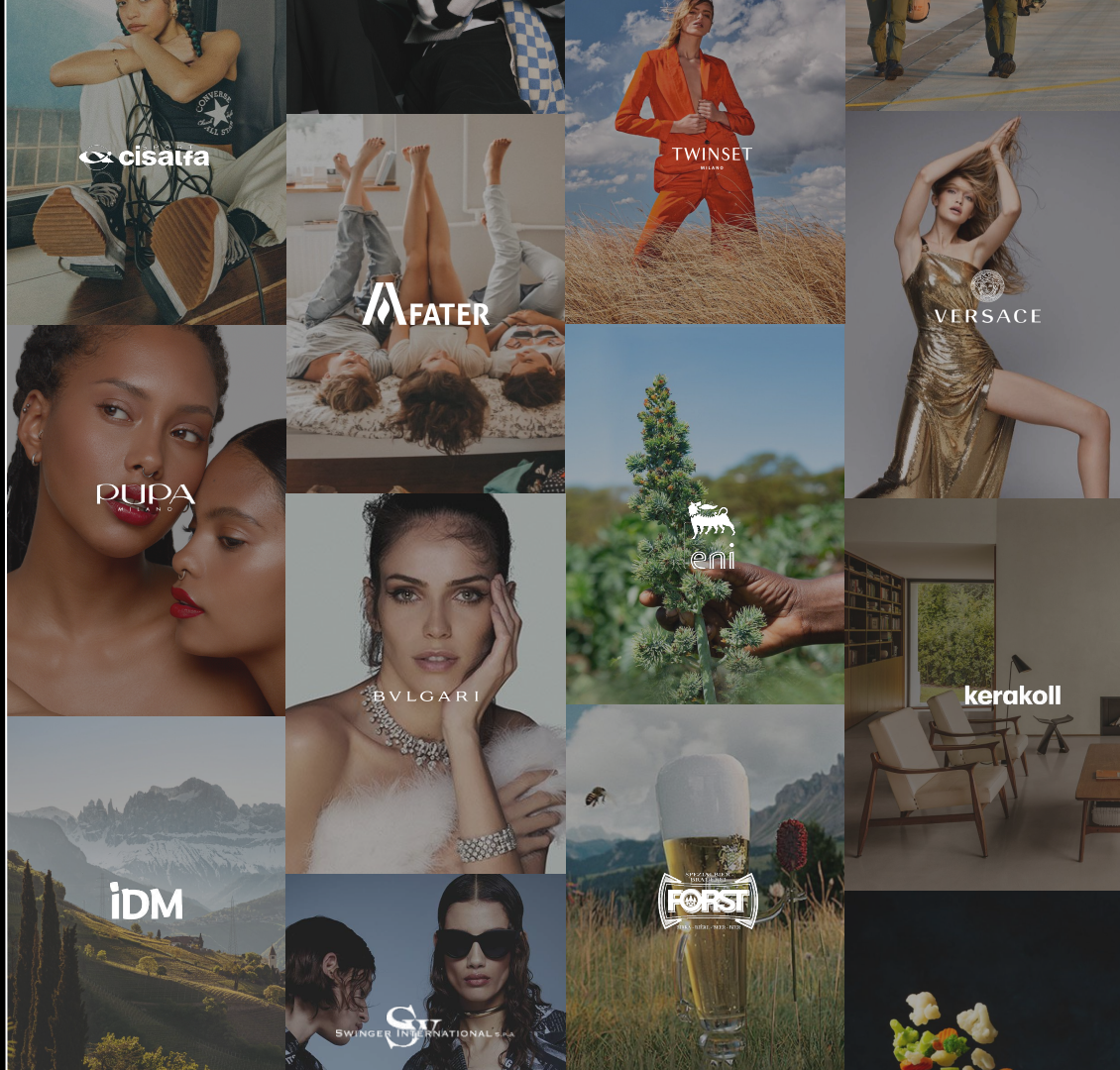


ENTERPRISE
ERP, INTEGRATION,
CYBERSECURITY



INNOVATION
AI, CUSTOM PROJECT

OUR SERVICES





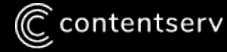
RESELLER AND CONSULTING PARTNERS



authorized cloud reseller



Microsoft Partner



TECHNOLOGIES



CERTIFIED



SKYLABS IS A ISO 9001 & ISO 27001 CERTIFIED COMPANY

NEW MOBILE APP

The challenging internalization timeline left little room to focus on the mobile application.

It needed to be integrated with the new e-commerce platform, and there wasn't much time left.

Why should you care about having a mobile app?

→ HIGHER CONVERSION RATE

When a fashion purchase journey begins on a mobile app, it can have up to a 1.45 times higher chance of converting.

[META | Why shoppers are using their mobiles in your store](#)

→ PUSH NOTIFICATIONS

Push notifications are a very powerful marketing channel, with an open rate of about 25% compared to 2% for email.

[RECKLESS | Email vs push notifications vs in-app messaging: which has the highest engagement?](#)

→ NATIVE FEATURES

Device-specific sensors enable new scenarios and possibilities (e.g., virtual fitting rooms, geolocation, biometrics).



First touchpoint
on mobile app



First touchpoint
on desktop

Length of
purchase journey

7 Days

3 Days

Number of
browsing sessions

10

4

Percentage of
conversions

15,2%

10,5 %

The options

With that short amount of time we had basically two options:

1. POSTPONE MOBILE APP LAUNCH

- Increased app uninstalling rate
- Brand image damage
- Negative reviews
- Loss of sales channel

2. TWO-SPEED LAUNCH PLAN

- **Customer** retention
- **Service** continuity
- **New e-commerce** promotion
- **Customer service** enhancement

TACTICAL PLAN

CREATE SIMPLE
MOBILE APP

NEW ONBOARDING
WIZARD

GO LIVE

STRATEGIC PLAN

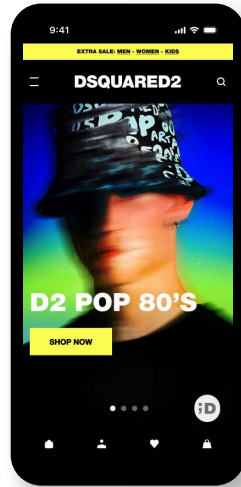
FULL
NATIVE APP

VIRTUAL/MIXED
REALITY

EXCLUSIVE
FEATURES

AI STYLE
ASSISTANT

Our goal was to keep the touchpoint active by creating a store-approved application that retains all the old app features and includes any quick wins we can achieve.



First KPI's

Mobile App compared to the website

UPT



+22%

Unit Per Transaction

AOV



+10%

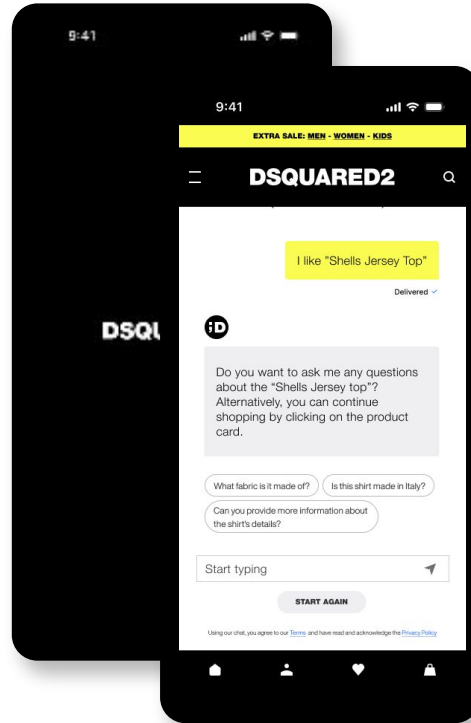
Average Order Value

AI STYLE ASSISTANT

An intelligent assistant that accompanies you throughout the entire purchasing journey by analyzing and leveraging your digital behavior.

1. CUSTOMER CARE

The assistant will respond in natural language to assist customers with their specific needs.



2. PERSONAL SHOP ASSISTANT

It will provide customized product recommendations based on customer preferences and behavior.

3. TAILORED OUTFIT

The assistant will interview customers to help find the products they are looking for.

4. CONTENT CREATION

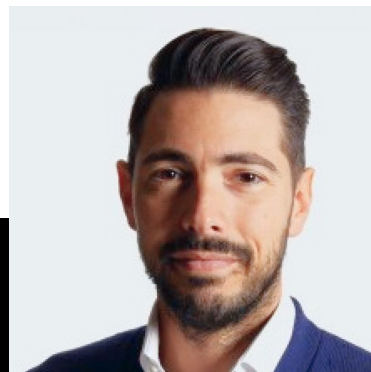
Generates detailed product descriptions, offering additional information tailored to specific customer requests.

Thanks!



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