



## We created and customized an advanced and fluid User Experience for a Successful Business with an Historical Brand

### BUSINESS CHALLENGES:

- Management of Multiple and Multilingual Customers with Customized products
- Online Business Expansion
- Management of a National and International Shipping IT System
- Positioning against the competitors and gaining of market share
- To predict and satisfy large numbers of orders in real time, efficiently and flawlessly for the optimal User's experience
- Website Flexibility and Agility

## Online Business Expansion

### RESULTS:

- TOP Positioning in Italy and Worldwide
- Increase in sales of about 300%
- Customer satisfaction 100%
- International as well as national Business expansion
- Market consolidation

### INDUSTRY

Historic café and Famous Coffee Roasting  
Since 1938 in Rome  
Visit us on  
[santeustachioilcaffe.com](http://santeustachioilcaffe.com)

Sant'Eustachio il Caffè is a café that roasts its superior quality coffees on its premises. Their blend is a mixture of organic and fair-trade coffee beans, 100% Arabica, which they import directly from small cooperatives in South America.

It opened in 1938 in Piazza Sant'Eustachio, between Piazza Navona and the Pantheon, in the heart of Rome. They began with a simple showcase site, just to collect contacts, and in 2019, following a total restyling, they turned it into a worldwide e-commerce (where you can buy coffee lessons too!).

They relied on us to manage and update their platform graphics (new entries, new products and new pictures), while all the personnel was professionally trained to manage its commercial aspect.

Although they benefit from a certain natural reputation, thanks to visitors and tourists, they have invested in a Geolocalized SEO (National and International), Professional Photoshoot of the Business, Products and Digitalization of Images.

## Trasformation of a showcase website into an international high-end multilingual e-commerce

### SOLUTIONS:

- google analytics & statistics
- dedicated consultant
- dedicated brand manager
- 24/7 technical assistance
- integrated platform with the major payment providers
- creation of the it infrastructure for the shipping management
- professional photoshoot of the business premises
- professional photoshoot of the products
- translation services from italian to english and viceversa
- web marketing plan
- customized contact form
- monthly seo national (italy) & seo international maintenance
- seo copywriting in italian and english languages
- erp system integration
- annual graphic restyling of the website
- professional website and dashboard training



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