



CONNEXIA

Creativity in Love with Data and Technology

Wheelup selects Ragooo/Connexia for SEO, media planning and data analysis

*The digital experience agency partners the motorcycle clothing
retailer*

for its new strategy and performance and drive-to-store actions.

Milan, 19 September 2019 – [Wheelup](#), the chain of specialist stores for accessories for motorbikes and clothing for motorcyclists, has tasked **Ragooo/Connexia** with the **SEO optimisation** of the brand's new ecommerce website, the **advanced configuration of the measuring and data visualisation platforms**, and **media planning**.

As the brand's digital partner, the **Ragooo/Connexia** Digital Media team will coordinate the performance and drive-to-store actions with the goal of helping to strengthen its omnichannel presence. Work began by optimising the new platform and SEO migration for the new ecommerce website, and focuses on monitoring buying behaviour so the user experience can be improved during the phase when consumers approach the brand. To support these activities, **Ragooo/Connexia** also manages the planning for campaigns on Google, Facebook and Criteo, and monitors and analyses the ecommerce website's performance and the visits to the brick-and-mortar stores throughout Italy. To do this, the agencies also use a system of dynamic dashboards linked to the online platforms.

"We recognised that Ragooo/Connexia are the best to work with us on effectively defining the digital marketing strategy and managing SEO migration during the launch of the new ecommerce website," said **Alessandro Missaglia, the eCommerce Manager at Wheelup**. *"We are growing considerably with Connexia*

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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as our digital partner thanks to the insights they gain from meticulously analysing our visitors' needs as these insights help us to keep improving our customers' level of satisfaction."

*"The addition of Wheelup to our client portfolio helped to consolidate the agency's expertise in the sportswear industry with a special focus on ecommerce platforms and integrating digital with traditional retail," said **Andrea Redaelli, the Managing Partner for Digital Media at Connexia.** "Ragooo/Connexia continues to gain the trust of the sector's top brands with appointments that cover increasingly more strategic areas which help to improve online positioning and optimise sales performances."*

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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