

Connexia and Witailer (Retex Group) launch an integrated approach to Search Commerce on Google and Amazon.

The two agencies, new additions to the Retex Group, combine their search & commerce intelligence expertise on the two platforms to form an integrated and innovative approach for brands,

Milan, 14 July 2022 – **Connexia** and **Witailer**, agencies belonging to the **Retex Group** with very strong digital DNA, are combining their vision, skill and innovative approach to focus on one area: **Search & Commerce Intelligence**, now a crucial area for marketing strategies and brand positioning.

The past two years have seen huge growth in the digital transformation of brands and investment to support this. This has led to the need for those responsible for marketing and digital business to gain a full understanding – through specific skills, methodologies and tools developed ad hoc – of the scenario insights used, the consumer drivers chosen and the behaviour when approaching and purchasing a product, in order to optimise their digital spending.

Google, Meta and Amazon are now the players with the lion's share of brand media investment, thanks to the continuous development of solutions and formats available and their ability to dominate the point at which users are searching for information or expressing their intention to buy.

Understanding these two crucial touchpoints is what has driven Connexia and Witailer to develop an **integrated approach to Search Intelligence**: through the integrated analysis of Share of Search for the most popular and significant keywords relating to your products you can identify opportunities for improving both your organic and sponsored visibility over that of your competitors.

"There is so much talk these days about the ability of brands to gather and make use of information to offer a unique customer experience. That's why, now more than ever, Business Intelligence activities form an essential part of marketing strategies, especially when the objectives lie in generating a stimulus or in understanding user needs in order to match brands with their possible lovers" – says **Andrea Redaelli, Managing Partner Business Development & Digital Media at Connexia.**

The continuous monitoring of data using **dynamic Data Visualization** tools allows you to understand how the brand is perceived by the user and with which conceptual entities it is most often associated, to make strategic decisions aimed at improving media investment in real time on the channel, maximising sales performance and ROAS, or to aim editorial content production at transmission on your own digital property or at external partners."

Federico Salina, CEO of Witailer, adds: *"Using data on user product searches is one of the main inputs in our industry. This enables you to improve both your positioning and your sales performance on e-marketplaces, and a consistent approach towards digital search engines and digital retail is fundamental because the latter will become an increasingly significant source of information for businesses."*

Thanks to this new approach and the expertise of the multidisciplinary teams at **Connexia (a Google Premier Partner)** and **Witailer (an Amazon Advanced Partner)**, both agencies are now in a position to develop an effective stronghold on Google and Amazon and offer their lovers a **unique shopping experience**.

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

But that's not all: Connexia is above all passion, ethical commitment, transparency, and corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of creating and communicating brand values, but also of driving digital transformation processes.

We devise and develop ideas that can thrive across all channels, without any fear of being measured on the effectiveness of each campaign.

Expect to work in a new way with us: together, with genuine collaboration, through continuous co-creation processes and goal-oriented experimentation in business and communication.

www.connexia.com

Witailer

Witailer, one of Italy's largest innovative startups, was founded on the back of the experience of former Senior Managers at Amazon Italy and Spain, with the aim of helping businesses to boost their online sales on Amazon and other marketplaces, using dedicated software and services. Using Analytics and Business Intelligence software, Witailer helps brands to understand the competitive scenario on Amazon and provides a full service to optimise marketing and advertising activities to boost their international sales. www.witailer.com