



Velasca

MILANO


Paola Parolo

Head of Digital Marketing & Analytics
@Velasca

COMPANY NAME

Velasca

INDUSTRY

Retail Apparel
and Fashion

LOCATION

Milan, Italy

COMPANY SIZE

51-200

Questions

What is Velasca and what makes it special?



"Velasca is a brand of handmade shoes with a mission: to bring true quality into people's lives, all over the world. Quality that comes from the best Italian artisans and that transcends ever-changing trends, with shapes and styles that stand the test of time."

"We are inspired by things that are done well and with care, both when it comes to products and the entire experience of our audience; design, creativity, technology, and collaboration between people tell a story that begins in the artisan workshops and arrives directly to those who choose us. So, every product comes to you at the best value."



What do you do for the company?



"I'm responsible for Digital Marketing and Business Intelligence."

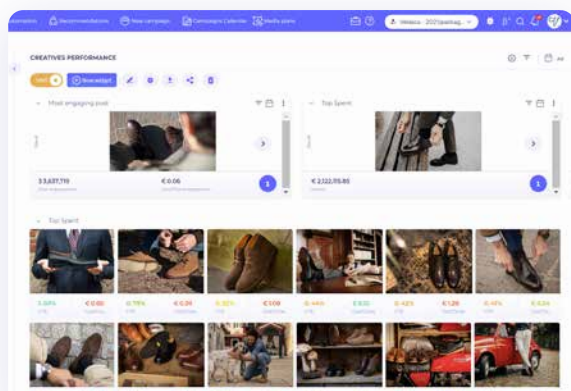
What are the main ways you reach new customers?

"Our approach to marketing is mainly digital with the key focus of acquiring new customers. We invest our budget on different online media from Facebook and Instagram, to Google, and Native advertising."

What challenges was Velasca facing before you started using Paragone?



"We run a considerable amount of campaigns on Facebook and Instagram. The complexity is related to targeting (geographies, segments, languages) and the fact that we have multiple adaccounts. Therefore, before starting using Paragone it was difficult for us to have an overall understanding of our campaigns' performances from a high level perspective."



"Paragone helped us to solve this issue. Through the platform we're able to clusterize the campaigns by using filters and to customize our dashboards based on our needs. Paragone is a very straightforward software and very user-friendly, designed to make marketers' life easier. Furthermore, beyond the data visualization advantages, the ads creations feature is nice and easy to use."

How well did the Paragone team understand what Velasca needed to do?



"We started working with Paragone 5 years ago and we've been strengthening our business relationship over the time. All the account managers that have worked with us have been very supportive and attentive."

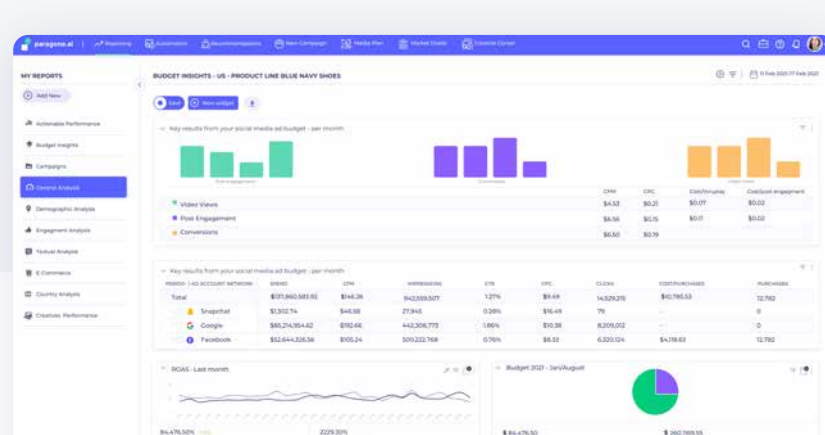
How well is Paragone suited to a luxury brand like Velasca?

"We think that Paragone enables us to improve our way to monitor and optimize our marketing mix. Our aim, as marketers, is to bring new customers in the most cost efficient way. I'm happy to have a solution that helps the team to get in that direction."

What feature do you find the most useful on the Paragone platform?



"We like several features: we really like helicopter views, the possibility of saving and sharing with teammates the dashboards, the grouping filter through which you can clusterize campaigns even from different adaccounts, and the possibility of collecting and analyzing all the adaccounts campaigns in unique views."



Can you name a way that Paragone has made your life easier?



"Thanks to Paragone, decision making is much faster. For example, through color coding and the possibility of setting targets it is very easy to understand if campaigns are over or underperforming."

What are Velasca's digital ambitions for 2022?



"We aim to consolidate our market presence in Italy and grow in new markets in an efficient way. Facebook and Instagram represent a considerable stake of our marketing mix, therefore, we're happy to work with Paragone in order to invest our marketing spending in the most cost efficient way."

[SEE PARAGONE SOLUTION IN ACTION](#)


Photo credits: Velasca official website.