



# La Martina e le Porte di Norman

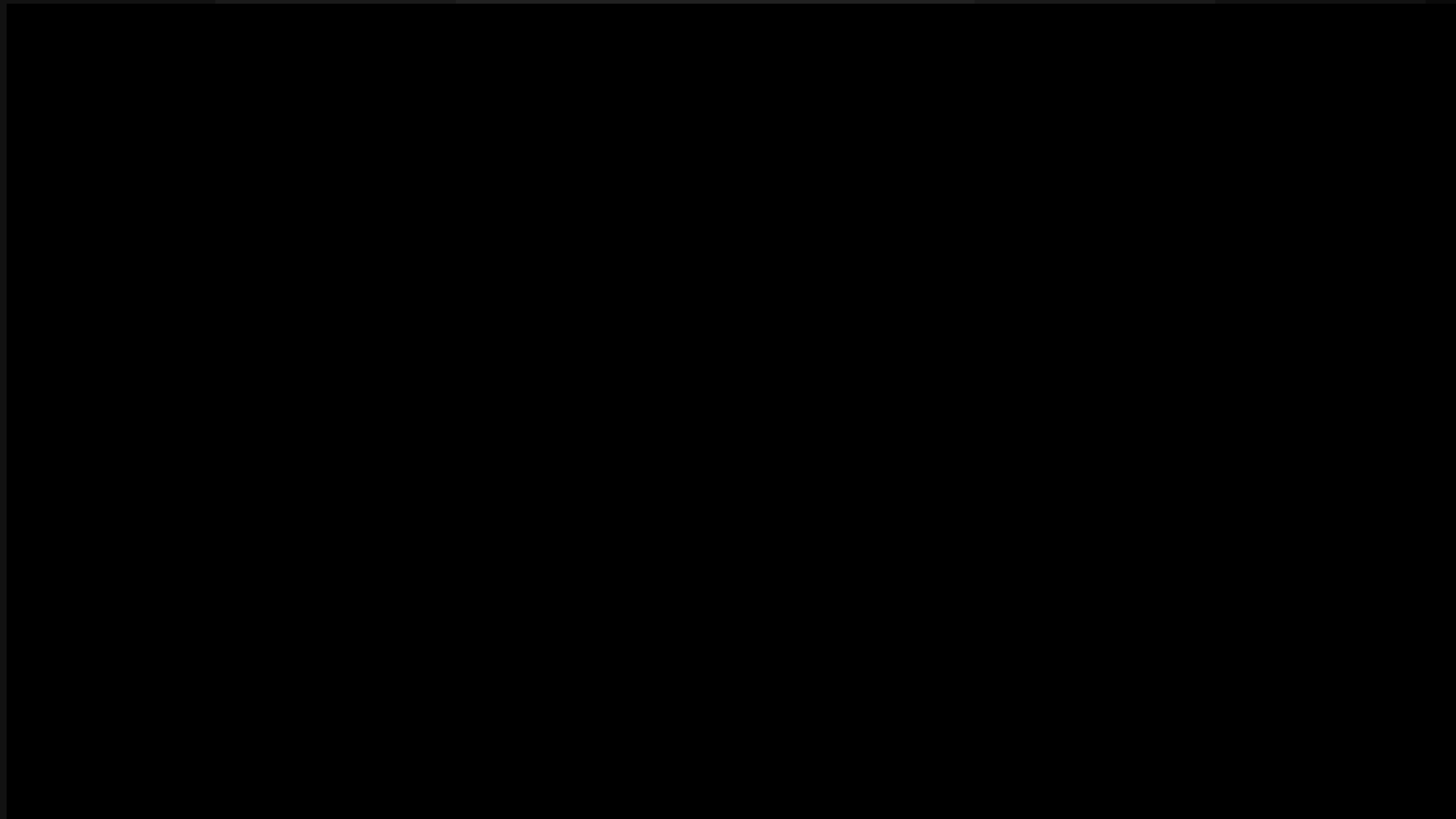
SAP Forum Milano  
Digital Customer Behavior track  
20 Ottobre 2016







**La Martina**  
**Competitiveness**  
**Passion and Elegance**  
**Moving**





# #AskLaMartina



**La Martina**  
**Lives and Breaahes**  
**the Pole**





LA MARTINA'S STYLE

Holding memories

SHOP MAN

SHOP WOMAN

# Customer Experience Infinite Inventory Omni-channel

## HIGHLIGHTS

Categories

MAN WOMAN

- POLO
- TROUSERS
- FLEECES
- JACKETS
- T-SHIRTS
- SHIRTS
- SWEATERS
- OUTDOOR
- LEATHER JACKETS

BEST SELLER

Polo Collection

Discover new colors

SHOP NOW

REGISTER TODAY AND GET A

Welcome Voucher -15% off

Register now, enjoy tailor-made services and a get your Welcome Voucher.

REGISTER NOW



**#AskLaMartina**





**Revenue growth**  
**Cost reduction**  
**Digital Brand**

BLENHEIM

4

LA MARTINA



# Audience of One Real Time and Contextual Marketing



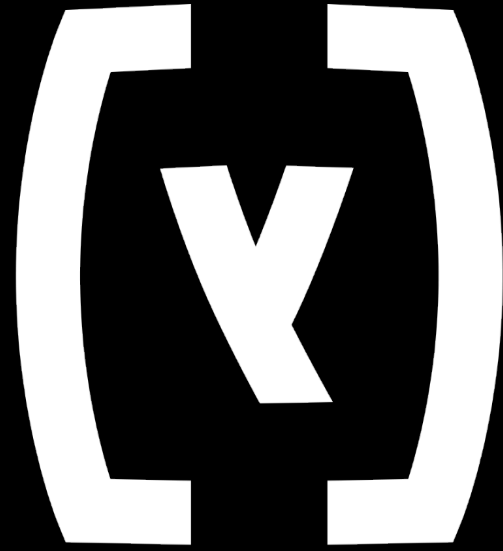


# Q & A

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**#AskLaMartina**





**THANK YOU!**