

E.LECLERC SURPASSED THE GOAL OF 1 MILLION USERS AND 2 MILLION PAGE VIEWS

HOW WE DID IT?



- › **DIGITAL BRAND MAP**
- › **TRACKING & INTEGRATION**
- › **PAID MEDIA STRATEGY**
- › **24/7 PERFORMANCE OPTIMISATION**

E.Leclerc is one of the leading supermarkets in France and has a small presence in Portugal. Their goal was to increase digital notoriety across digital channels.

Gigantic applied a strategy based on business intelligence through market analysis and competitors' traffic strategies.

After the data-based research phase, Gigantic applied a paid media strategy to achieve the defined results, as well as presenting strategic content proposals to capitalize on SEO.

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Gigantic was an extension of our team, always available and committed to achieving the goals that were defined.

Also we've monthly meetings in order to evaluate results and to analyse if it was necessary to make changes and updates to the strategy.

KEY RESULTS

+ 1.000.000
WEBSITE
USERS

18%
INCREASE
IN USERS
(2021 VS 2022)

+ 2.000.000
WEBSITE
PAGE VIEWS

25%
INCREASE
IN PAGE VIEWS
(2021 VS 2022)

LILIANE
COUTINHO

Dir. Of Communication & Image - E.LECLERC
PORTUGAL

