

# Businesscase LENOVO

A complex strategy of tools for a better online user's experience.

Tech giant Lenovo, unique case of monobrand e-store, exploits web marketing technologies and skills to build a better online experience for its customers.

## The Company

Lenovo is one of the world's leading personal technology companies, producing innovative PCs and mobile internet devices.

Lenovo owns the greatest track record for innovation in the PC industry, consistently winning awards and receiving rave reviews.

Now, #286 on fortune 500 list, Lenovo is the world's largest PC vendor and fourth largest smartphone company.

## The Case

Lenovo was looking for an affiliate network that would help them to increase website visitors in Italy, to orient the traffic from the most visited vertical technological sites, then to increase sales for that area.

## The Answer

Lenovo uses the digital marketing tools to strengthen and confirm his brand in Italy, orienting the traffic to the end consumers and finally increasing the sales.

TradeTracker helped in the development of a strategy which first involved the use of the regular activities of an affiliate network: generic and exclusive coupon codes, an interesting catalogue of many products, and a dynamic SEM through the most performing keywords to orient the users. Then TradeTracker acted as intermediary in the activation of strategic partnerships for retargeting activity and in the the publication of sponsored articles on some of the most visited vertical technological sites.

With this last approach LENOVO boasted a 90% increase in e-commerce revenue alone.



*"We are working with Tradetracker as an affiliate network for Lenovo Italy. They are really great in supporting the clients and are very ambitious"*

Julian Henrichs, Affiliate Marketing Manager



## Industry:

Shopping

## Features Used:

A complex strategy of tools to strengthen the brand and the loyalty with end consumers.

## Results:

E-Commerce revenue rose by 90% on this year.