

## SUCCESS STORY

## HomeCenter

Dynamic Creativity based on Data

## CLIENT

HomeCenter and Constructor, belong to the Sodimac Group, which occupies a leading position within the retail sector in LATAM.



## OBJECTIVE

Increase web traffic and the number of leads generated through the dynamic use of creativity.

## STRATEGY

Adglow designed a strategy in which the HomeCenter and Constructor product catalog received the highest visibility, through the use of a high flow of creativity and constant optimisation.

Adglow's own platform for the management and optimization of social media campaigns: ADAM, has great integration value: Refuel4.

The key was the possibility of creating a great volume of creativity, which under constant monitoring and good optimization avoided the fatigue of the advertisements, generating better results than those obtained historically by the client.

Homecenter

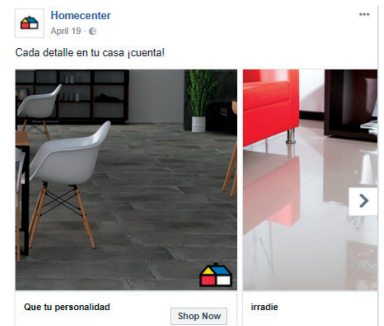
Proporciona tus datos a continuación para registrarte.

Correo electrónico

Nombre completo

Número de teléfono

Al hacer clic en "Enviar", aceptas enviar tu información a Homecenter, que se compromete a usarla conforme a su política de privacidad. Facebook también usará la información en conformidad con nuestra Política de datos, incluso para completar formularios de anuncios automáticamente. Consulta la Política de datos de Facebook: [www.facebook.com/policy.php](https://www.facebook.com/policy.php)



"Adglow and Refuel4 has given us the possibility to scale to schedule in a personalized and optimized manner in real time, at reasonable costs and in an optimal time able to keep up with audiences and their needs, without neglecting business priorities".

Zarina Avila Marketing Manager HomeCenter