

**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.



*"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

