▲LUISAVIAROMA.COM
Luxury Shopping Worldwide Shipping

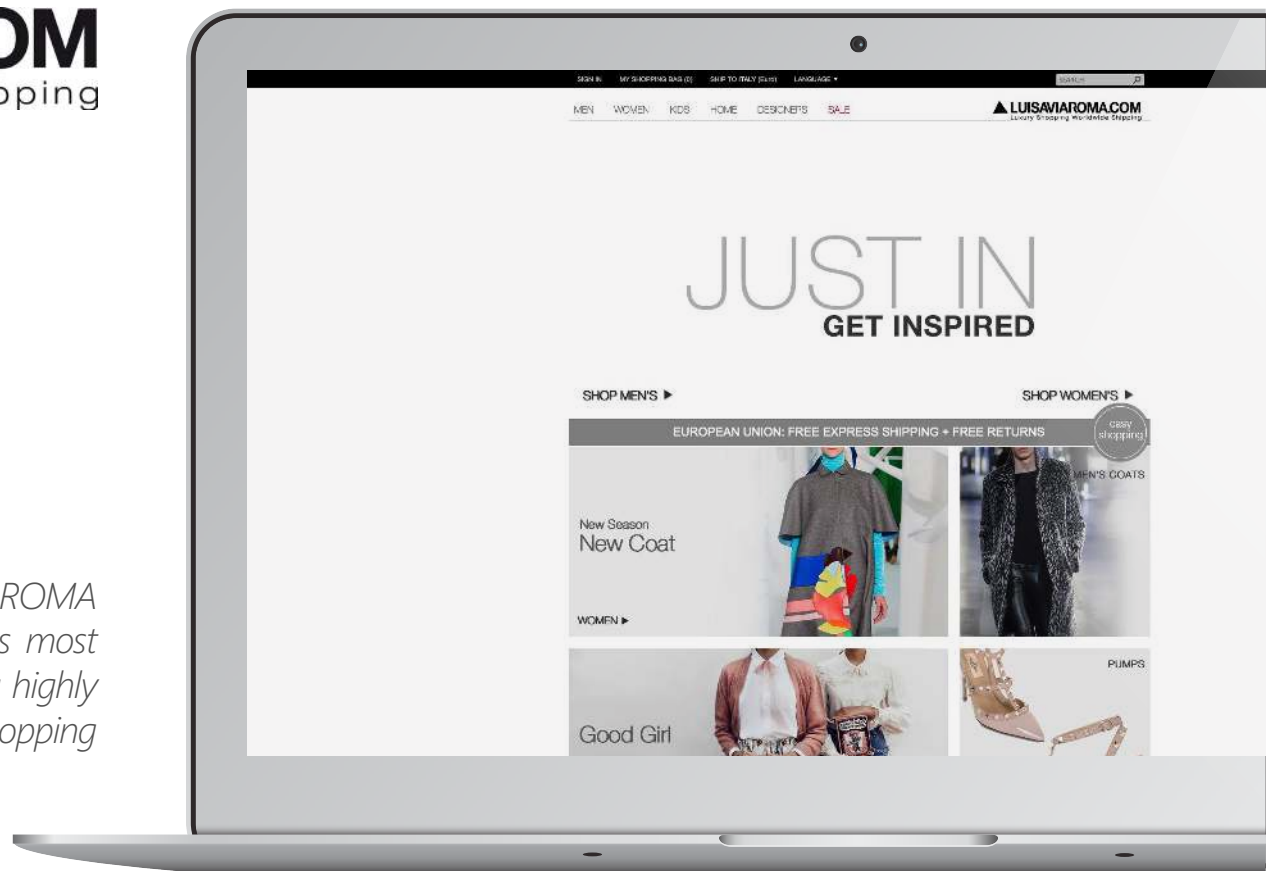### Type
Omni-channel Product Feed Management

Industry
Multibrand Apparel

Value
Speed of execution & quality of service

In the heart of downtown Florence, LUISAVIAROMA has been the go-to shopping haven for Italy's most fashionable women since 1930. It is currently a highly sought-after destination for online luxury shopping around the globe.

The ask

LUISAVIAROMA asked Highstreet.io to solve 3 growing challenges:

challenge 1
*Take the **load off** their technical resources*

challenge 2
*Improve the quality of feeds sent to digital marketing services in order to **improve campaign performance***

challenge 3
*Allow them to ramp up the scale of their digital marketing by **accelerating the feed creation process and distribution** to both new marketing partners and markets*

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*We were facing two main challenges.
The first was to reduce the resources devoted to feed management in order to ramp up our digital marketing activities and the second was to improve the quality of our feeds to increase campaign performance.
By leveraging Highstreet.io's feed management expertise we were able to achieve both.*

Nicola Antonelli
Web Project Manager, LUISAVIAROMA

The challenges

*A true pioneer of fashion eCommerce, LUISAVIAROMA was quick to recognize the **value of product feed based digital marketing** services. At the same time they were frustrated by the amount of time and resources required to create and manage the product feeds that allowed them to promote their catalogue of more than 30K items across the globe.*

***Each partner required a specific format** from LUISAVIAROMA and although not complex, the job was time consuming and tied up valuable technical resources that would have been better employed elsewhere.*

The solution

step 1

Generation & Configuration - HighStreet.io implemented a master product feed that synchronized all of LUISAVIAROMA's product data to its robust SaaS product data management platform.

step 2

Optimization - Despite the unique characteristics of LUISAVIAROMA's custom ecommerce platform, HighStreet.io quickly made the required modifications to their feed relating to their product variants.

step 3

Submission - Our product feed consultants worked directly with Google and other digital partners to ensure the feeds met their, sometimes complex, requirements.

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> Speed is one of the most important competitive factors in our industry. It is fundamental that we are able to rely on a service that is rapid and of a high quality. The speed of execution and quality of the service were two aspects of Highstreet.io that we were most satisfied with.
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> **Nicola Antonelli**
> Web Project Manager, LUISAVIAROMA

Our tailored strategy to LUISAVIAROMA's business requirements provided them with a full-service solution. Once implemented, all they had to do to activate a new service or market was send us an email.

The groundwork was set to maximize future shopping campaign performance.

The result

Before working with HighStreet.io LUISAVIAROMA was spending up to 120 hours dedicated to product feed management. The time, research and expertise it took to generate, configure, optimize and submit feeds was getting increasingly labor intensive. Took the strain off internal resources and lessened the cost to implement highly effective Google Merchant Center marketing by assuming the responsibility for LUISAVIAROMA's product feed management.

Doubled the speed of campaign execution.
Enhanced the quality of feeds to increase campaign performance.

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> I would happily recommend working with Highstreet.io because they have a support team that we found to be receptive, fast and responsive to our particular needs. All at a cost effective price point.
>
> **Nicola Antonelli**
> Web Project Manager, LUISAVIAROMA

Highstreet**.io**

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