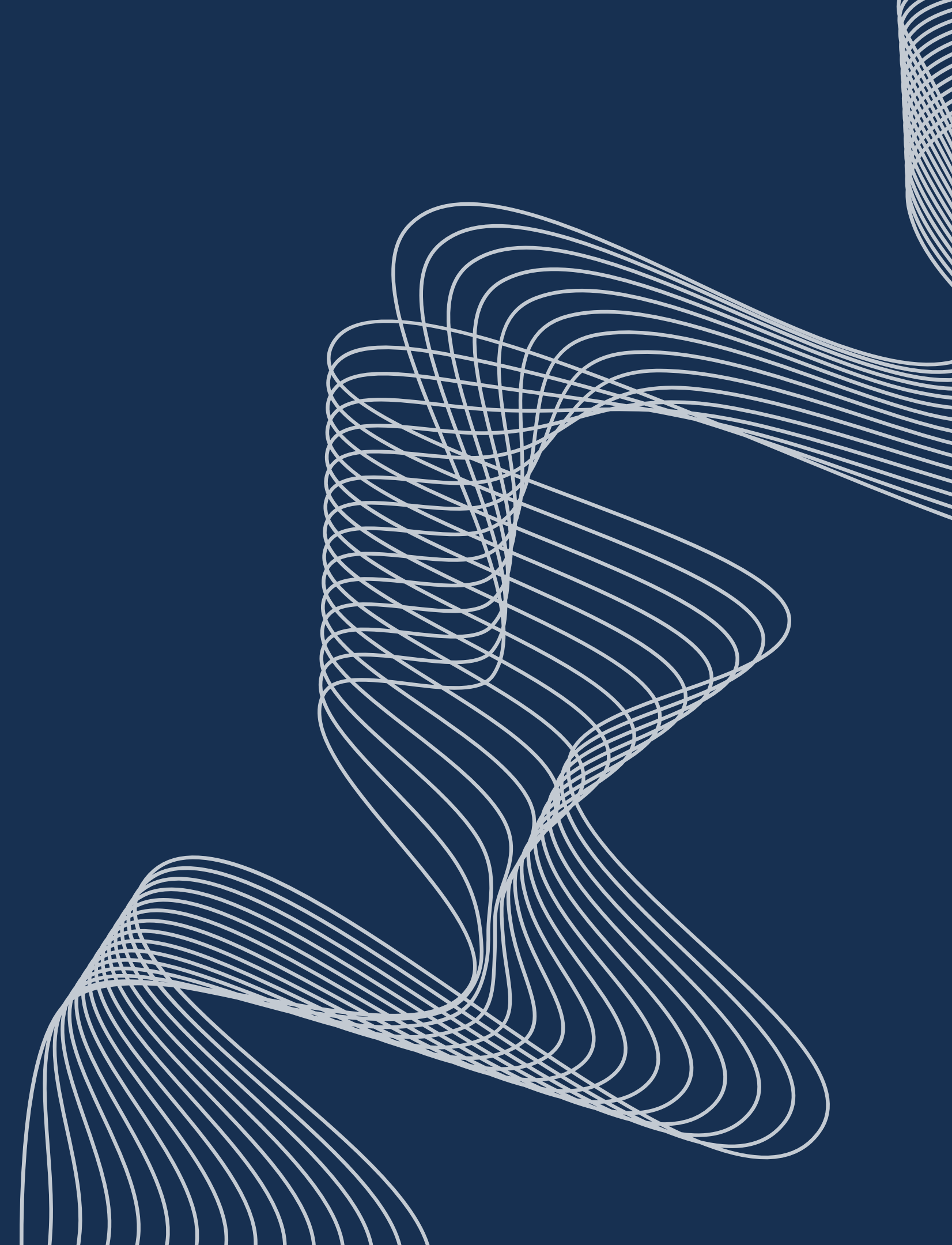


# Presentation Bold Awards 2023



# Summary

*Our Company*

*The Areas in which we operate*

*Case Study Communication  
& Advertising*

*Case Study Finance B2B*

*Our Contacts*

# Our Company

7Eyes was born from the idea of wanting to connect companies directly with their potential customers. We are specialize in generating demand on the main social platforms.

We listen accurately to the needs of our customers to turn them into measurable solutions for their business. 7Eyes advertising activities, in addition to the awareness function, are oriented to the generation of demand within the target market. For us, advertising activities can not only focus on stimulating a greater perception of the brand towards the consumer, but must stimulate it to take action towards the brand.

Our strength is in a high, tangible and verifiable ROI; our aim is to tell the story of our customers to their target market, develop new demand for buyers and improve the Brand Position of the business.



# The Areas in which we operate

## Lead Generation

The merit of lead generation is to generate a list of possible customers really interested and with a strong propensity to purchase the product or service offered, thanks to an upstream "selection".

## Brand Awareness

Our Awareness campaigns enjoy a higher sensitivity to memory stimulation through our studies of visual marketing reported in our advertising campaigns. We use the best DSP without exclusives and preferences.



## Brand Positioning

Place a new product inside its own niche of the market is extremely important and therefore from analyze with extreme seriousness and expertise. The 7Eyes team is based on well-founded studies between research and product analysis.

## Qualification Funnel

Where deemed necessary for the purposes of improve communication, or give potential customers useful information about your products, is provided the organization of an automatic mail structure called Funnel with which it can be distributed any entry level material.

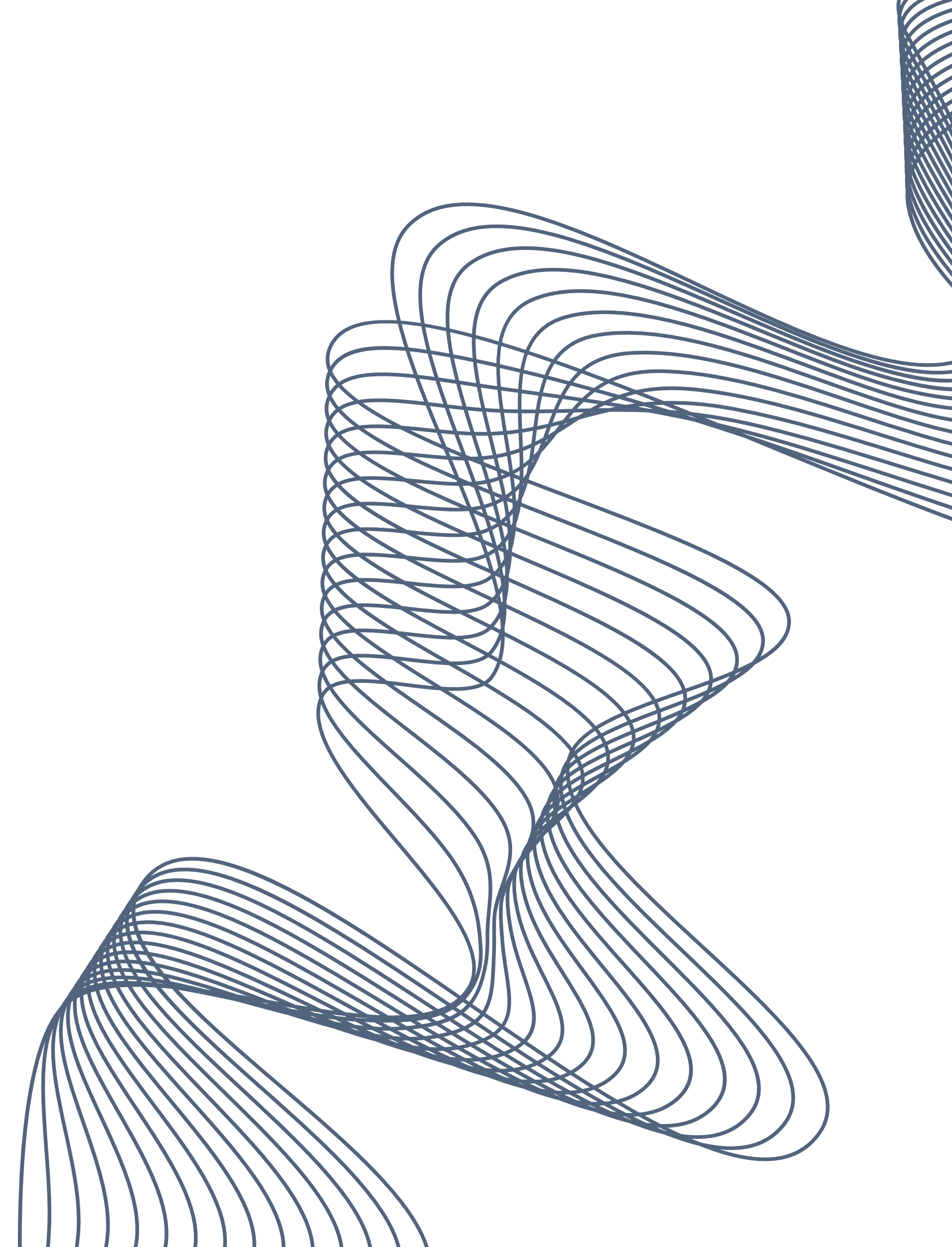


# Case Study

## *Communication & Advertising*



**7 EYES**  
DEMAND GENERATION COMPANY



# Case Study Finance



Confidi Systema! is a company specialized in credit guarantee for Italian SMEs. The aim of the Company is to strengthen and make the trust system more efficient and maximise the effectiveness of credit services to SMEs.

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Support companies in all their credit needs through concrete support to obtain dedicated ceilings and personalised financing lines in the short, medium and long term.

To promote and encourage the growth, development, improvement and modernization of any type of enterprise.

The Systema! project, through the guarantee tool, facilitates companies in the realization of their projects and at the same time encourages the development of the use by the banking system towards the world of SMEs.

The beginning of the collaboration between 7Eyes and the customer begins with an agreement for the development of Lead Generation campaigns on Social channels and for the structuring of a communication plan for the Facebook Social channel, already existing channel but not profitably used.

The customer's need was to increase the number of requests from companies that needed their financial services.



After the first quarter of work together, the collaboration has expanded including Search Engine Marketing activities, the development of a social communication plan for the LinkedIn page and the development of campaigns to increase the awareness and engagement of the brand. We were also asked to develop DEM campaigns to awaken "inactive" customers with new proposals.



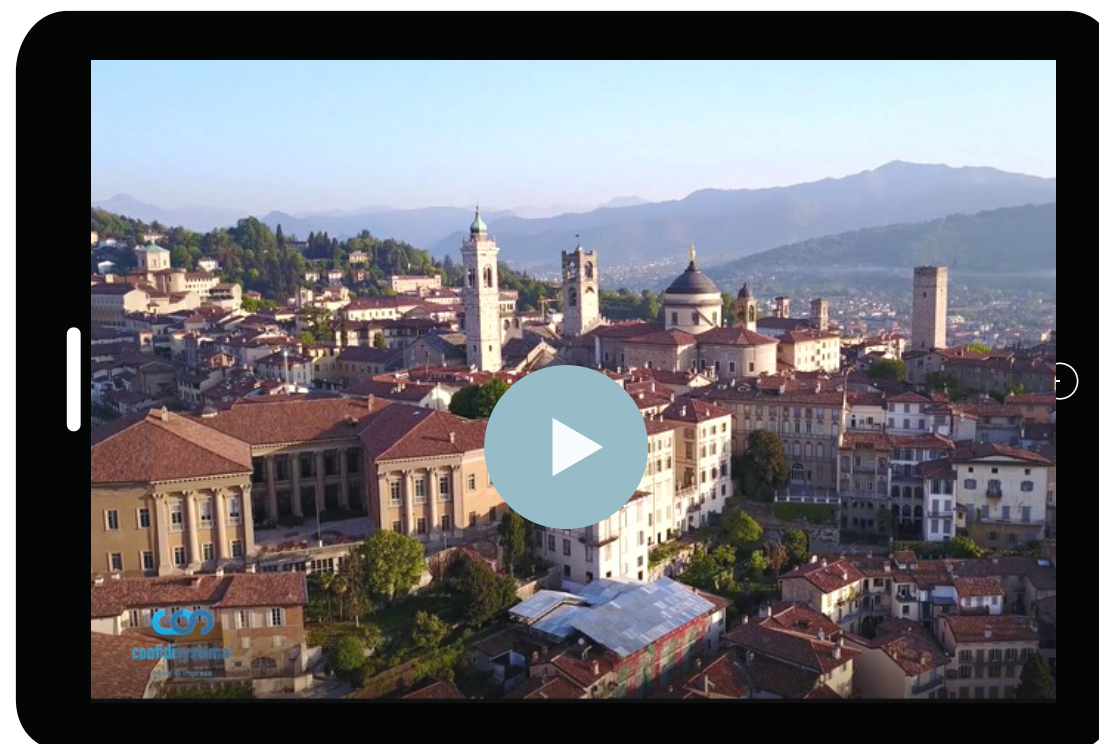
# Video Interviews

For the video interviews in 7Eyes we have developed in agreement with Confidi Systema! a new Format dedicated to:

- awaken the sleeping audience.
- create new diversified content that could increase audience loyalty.
- emphasize what Confidi Systema! does for customers.

After identifying, thanks to the help of the sales team of Confidi Sysetma! , the possible realities interested in being part of this Section, we participated in the call for information and project explanation. To date, the customers who have decided to be part of this project and whose videos we have already made, have been: - *A Window On The Lake - Precious and Unique - EM Properties Sas.*

**The result was the creation of two videos per customer.** A longer one dedicated to the Site and Vimeo company, and a shorter one ( maximum one minute ) dedicated to Social. For the latter type, under our advice, there is the variant dedicated to Linkedin; on this platform the longest video has been published, as the target audience is more interested in the content. We made the videos in all its steps: from the creation of the concept, to the storyboard up to the operational phase (video and audio shooting on site and post production).





# DEM Strategy

The DEM funnel of to engage "inactive" contacts has been articulated as follows:

- Creation of the written and visual contents of the 4 DEM in September.
- For the first DEM1\_GUIDA submission, a lead magnet (product information sheet) was used, where both the object and the CTA were based on the guide download, a clear sign of interest in the product.
- The second DEM2\_AWARNESS campaign was sent to all those contacts who had opened or clicked on the DEM1\_GUIDA and had the aim of making the interested parties aware. An A/B test was carried out with 2 different objects on a portion of 20% of the contacts and then it was sent to the remaining part (80%) the campaign that during the A/B test had generated a greater OR% .
- The third DEM3\_NURTURING campaign was sent to all those contacts who opened the DEM2 and aimed to provide further information on the product.
- The fourth DEM4\_PUSHCOMMERCIALE campaign was sent to all those contacts who did not open the first 3 DEM and was strictly oriented to the conversion to landing page.

# DEM - Text

With DEM - Text we collect high conversion potential Leads using a fully Textual e-mailing kit.

## Benefits

+75%

On delivery

Clear preview of the offer

+15%

Of engagement in relation to traditional kits



### Analysis

We carefully analyse the customer's offer and conditions.



### Creation

Let's build the new fully text-based email kit for better deliverability.



### Sending

We send the offer according to the volume and target chosen by the customer.

# DEM - Results

	mail sent	unique openings	unique clicks	OR	CTR	lead
Confilend Product	9.000	2.151	133	23,90%	6,18%	6,02%
Bper Product	9.618	2.957	143	30,74%	4,48%	2,80%
Videos	8.077	2.658	91	41,94%	10,2%	0,5%



# Social Campaigns Lead Generation 2022 Results

## Facebook Lead Generation

Coverage: 234.034  
Impression: 760.014  
Click on link: 4.032  
Lead: 534  
Average CPL: 13,9€

**Confidi Systema!**  
Sponsorizzato · 🌐

👤 Gestisci un'azienda che organizza eventi in Lombardia?

E' stato approvato da Regione Lombardia il nuovo "Fondo CONFIDiamo nella Ripresa" stanziato per sostenere le piccole e medie imprese anche nel settore gastronomico.

- ✅ Finanziamento a medio termine di durata massima di 60 mesi e di importo compreso tra un minimo di € 5.000 ed un massimo di € 20.000 e TAN pari al 4%
- ✅ Garanzia regionale gratuita fino al 100% dell'importo fino a € 20.000
- ✅ Contributo a fondo perduto pari al 10% del valore del finanziamento ottenuto (entro il limite massimo di € 2.000)

➡️ Clicca su "Scopri di più" per ricevere maggiori info sul fondo CONFIDiamo

**Confidi Systema!**  
Sponsorizzato · 🌐

👤 Gestisci una palestra o un centro fitness in Lombardia?

E' stato approvato da Regione Lombardia il nuovo "Fondo CONFIDiamo nella Ripresa" stanziato per sostenere le piccole e medie imprese anche nel settore dell'abbigliamento.

- ✅ Finanziamento a medio termine di durata massima di 60 mesi e di importo compreso tra un minimo di € 5.000 ed un massimo di € 20.000 e TAN pari al 4%
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**Confidi Systema!**  
Sponsorizzato · 🌐

👤 Gestisci un ristorante o un locale in Lombardia?

E' stato approvato da Regione Lombardia il nuovo "Fondo CONFIDiamo nella Ripresa" stanziato per sostenere le piccole e medie imprese anche nel settore gastronomico.

- ✅ Finanziamento a medio termine di durata massima di 60 mesi e di importo compreso tra un minimo di € 5.000 ed un massimo di € 20.000 e TAN pari al 4%
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➡️ Clicca su "Scopri di più" per ricevere maggiori info sul fondo CONFIDiamo



# Social Campaigns - Engagement 2022 Results

Facebook Engagement  
Interactions with posts: 170,417  
Cost-per-interaction: 0,01€  
Impression: 599.737

Data from 1 January 2022 to 19 December 2022.

The image displays three Facebook posts from the 'Confidi Systema!' page, along with three corresponding promotional graphics.

**Facebook Post 1 (Left):** Published by Loris Innocenti on April 12. Title: "Progetti nel cassetto?". Content: "Il punto di partenza per realizzarli è un buon business plan, che stima la foto dell'impresa in funzione delle scelte imprenditoriali allo studio, calcola i flussi e la sostenibilità del debito finanziario utile allo scopo. A chi è dedicato? A tutte le imprese che devono reperire finanziamenti per sviluppare nuovi crescita e di sviluppo, ma anche alle start up per pianificare e monitorare punti fasi della nuova attività. Il business plan è il tuo 'biglietto da visita', racconta la tua idea e la sua schematizza i numeri per attrarre opportunità di finanziamento dei tuoi progetti finanziari. Affidati al nostro servizio di Consulenza per realizzarlo! Contattaci subito. <https://www.confidisistema.com/>

**Facebook Post 2 (Middle):** Published by Loris Innocenti on May 10. Title: "Sei una start up con sede in Lombardia?". Content: "Il Bando Nuova Impresa, attuato da Regione Lombardia e dal sistema Camerale Lombardo, stanziava 1 milione di euro di contributi a fondo perduto per sostenere i progetti per avviare una nuova attività, anche in forma di lavoro autonomo con partita iva. Investimento minimo ammissibile 3 mila euro – Contributo pari al 50% del totale delle spese sostenute. Confidi Systema! curerà la preparazione e l'invio della documentazione per ottenere il contributo. Contattaci per sapere se la tua impresa è ammissibile! <https://www.confidisistema.com/contatti>

**Facebook Post 3 (Right):** Published by Loris Innocenti on May 17. Title: "Impresa Femminile". Content: "Impresa Femminile: con una dotazione di 200 milioni di € la misura promuove e la nascita di nuove imprese femminili e il rafforzamento di quelle esistenti nell'ambito dell'industria, artigianato, trasformazione dei prodotti agricoli, servizi, commercio e turismo. Le risorse sono riservate alle PMI. A chi è dedicato? A tutte le imprese a conduzione individuale la cui titolare è donna; cooperative e società di persone con almeno il 60% di donne socie; società di capitale con quote e componenti del cda per almeno due terzi al femminile; artigiane autonome; lavoratrici autonome fisiche per l'impresa costituenda. Confidi Systema! curerà la preparazione e l'invio della documentazione per ottenere il contributo. Contattaci <https://www.confidisistema.com/contatti>

**Promotional Graphics:**

- Business Plan:** A man in a suit holding a tablet. Text: "Business Plan. Il tuo punto di partenza. <https://www.confidisistema.com/> 800 7... contact@confidisistema.com www.confidisistema.com"
- Bando Nuova Impresa:** A man in an apron with arms crossed. Text: "Bando Nuova Impresa. Come funziona? Regione Lombardia. confidisistema!"
- Fondo Impresa Femminile:** Two women smiling. Text: "Fondo Impresa Femminile. Come funziona? confidisistema!"

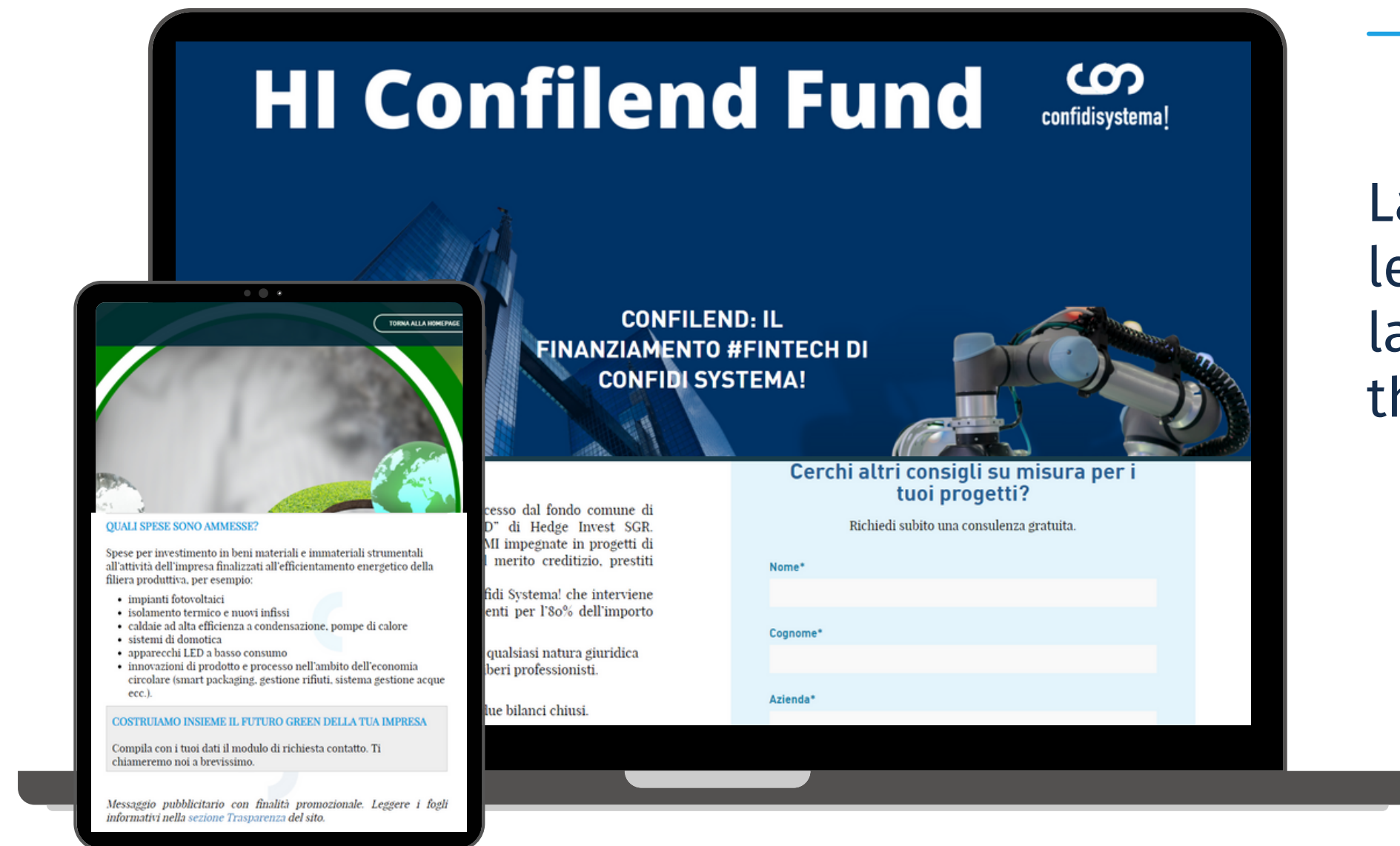


# Google Ads Campaigns

Well-defined campaigns have been conceived and strategically developed for the different products and services that the Customer needed to sponsor. This is to diversify and segment qualitatively the target audience, going to focus on keywords, copy and direct angles for each product.

Lead: 579

Average Cpl: 12,03€



Landing Page were thus made performing at the level of copy and graphics, on which the user landed. In this way he was able to learn more about the product, thus generating high quality leads.



# What has 7Eyes done for Confidi Systema?

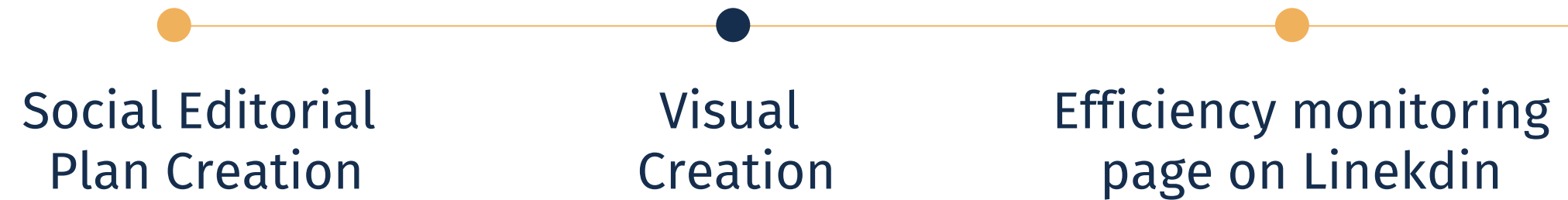
In a first phase, two training sessions were planned with the Marketing and Communication Managers of the company to learn the basics of services and target audience ( potential customers ) of the company in order to immediately structure the productive activities.

## Facebook activity



# What has 7Eyes done for Confidi Systema?

## Linkedin activity



## Video



# Cosa ha fatto 7Eyes per Confidi Systema?

## DEM activity



## Attività Google Ads





# 12 Months Results

During 2022, the activities carried out for the customer brought the following results.





# Our Contacts

## Address

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## Phone

+39 3271808624 - Francesco Pedone  
+39 3893136727 - Simone Castano

## Email

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## Website

[www.7eyes.it](http://www.7eyes.it)



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