



# PANEL



Data, strategy, and global growth:  
the winning formula of Colombini Group with  
DataRank



# FEDERICA

## BALDACCI

Digital Marketing Coordinator @ Colombini Group



# EMANUELE

## AROSIO

**CEO & FOUNDER @ DataRank**

**We are your Swiss digital boutique, combining 20+ years of expertise with cutting-edge technology.** We listen, strategize, and deliver custom solutions that drive results. **Whether it's SEO, ASO, Market Analysis, Web Development, or AI-driven media, we ensure quality and speed.**

*Let's build your digital success together*

# DataRank - Services



## Search Engine Optimization (SEO)

We work on both on-site and off-site optimization to rank our Client's websites at the top of search engines for the most relevant market keywords.



## E-commerce SEO

We apply global best practices to optimize e-commerce websites for the highest-performing keywords in terms of conversion.



## MarketRank

Our approach leverages both national and local data (city and province) to boost conversions across digital and physical (in-store) channels, through a fully data-driven strategy.



## Internationalization

We help Brands strengthen their international web presence by targeting the most important keywords in each market.



## Conversion Rate Optimization (CRO)

We conduct an in-depth analysis of the Client's website and optimize the Conversion Rate in a data-driven way, using A/B and multivariate testing.



## SEO / Analytics Training

We bring SEO expertise and culture into the company by organizing targeted training courses and programs for Marketing, Editorial, and IT teams.



## ASO

We develop ASO strategies to optimize Apps in the Apple and Android stores, increasing visibility, ranking, downloads, and other requested KPIs.



## Search Engine Brand Visibility

We actively enhance brand reputation on search engines using generative AI, increasing brand value in line with the new way people search online.

# Some clients trust us

**COMPASS**  
GRUPPO MEDIABANCA

ColombiniCasa

**COLOMBINIGROUP**

**HeyLight**  
Shop smart, live bright

**ubik**

Planetel

  
LAKE COMO EXPERIENCES

**DELEKS**

**FRANZY'S ONLINE**

  
VILLA D'ESTE  
LAGO DI COMO

**DECOR**  
shopdecor.com

**porada**

planetafarmacia

**sitour**

  
Villa La Massa  
FIRENZE • CANDELI

  
visionnaire

**VEMER**

**joma**

**SNV**  
COLLEGAMENTI MARITTIMI

 CA Group

**ALLFORFOOD**  
Attrezzature per la ristorazione

 camarasoft

**QUATTORRUOTE**

  
AQUAZZURA  
FIRENZE

**MOSCHINO**

**coincasa**  
HOME COLLECTION

**CTS**  
ITALIAN SOFAS

 **Nestlé**

**Adecco**

**SERAPIAN**  
MILANO

*Redemption*

 ALDO  
COPPOLA

*Rich Ovens*

**MONT  
BLANC**

Moveolux 

**CANDY**

REGENESI

*Recarlo*

FOPE

**Pellini**

**DAGORÀ**  
LifeStyle + Innovation + Hub



# Section / 1

Colombini Group





**..we bring bold visions to life through custom furnishing solutions tailored to the needs of complex, fast-evolving markets.**



**...over 60 years of experience... built on tradition, technological innovation, and Italian design.**





**Tailor made furnishing solutions for large scale residential, commercial, and hospitality projects.**



**Tailor made furnishing solutions for large scale residential, commercial, and hospitality projects.**



**We manage every stage of the process: from concept and design to manufacturing and installation.**

**One Partner.**  
**One Manufacturer.**  
**One Supplier.**

**Colombini Group**



**We work closely with real estate developers, general contractors, architects, and designers...**





**Listening, strategic analysis, and the ability to turn ideas into real, functional environments.**



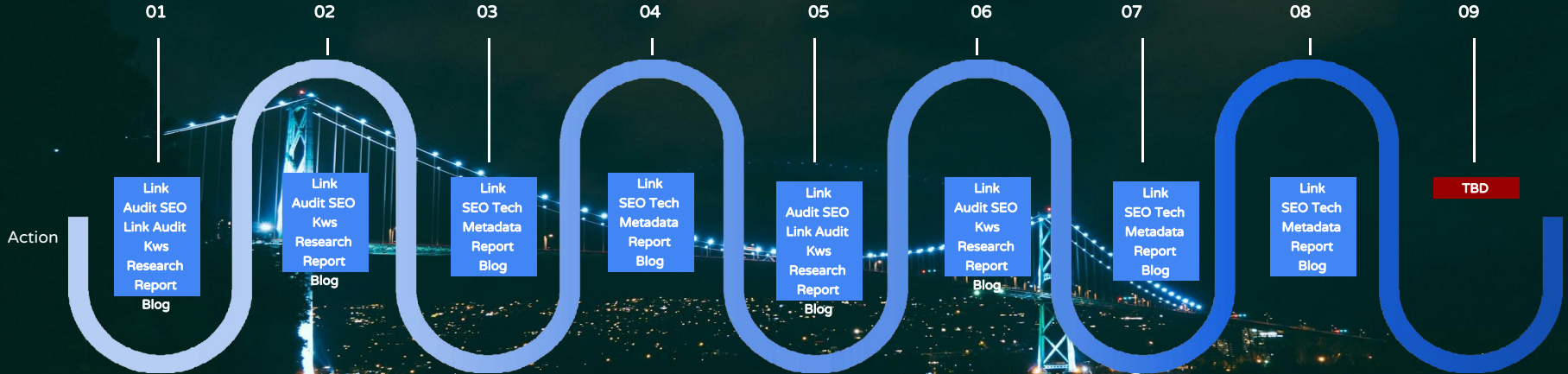
**Strategic Networking & Digital Positioning.**

# Section / 2

DataRank & Colombini Group



# Project Plan and Strategic Approach



# Project Plan and Strategic Approach

**Technical audit with issue detection** and consulting for technical optimization

**Keyword ranking** and organic position analysis

**Customer journey** analysis

Activated **link building** strategy

PHASE 1

The SEO activity was planned starting from:

- Creation of the keyword map and writing of IT metadata
- Competitor GAP
- Monitoring via GSC and GA4
- Redirect management for collection switch
- Technical support and consulting during the pre-migration phase
- Monthly reporting

PHASE 2

The SEO objectives for the brand:

- Improve SERP rankings
- Acquire qualified traffic
- Enhance SEO KPIs and metrics
- Increase market share

PHASE 3

# Market Share Organic Search

**Market Share (%) = (Estimated Traffic of Your Domain / Total Estimated Traffic of All Domains in the Market) × 100**

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**Market Share is typically calculated based on the estimated organic traffic a domain receives from a specific set of keywords compared to the total traffic received by all competitors in the same market or keyword set.**



# Market Share Organic Search

In an age where every purchase begins with a search, digital data isn't just a metric it's a map.

At DataRank, we transform online search behavior into actionable retail insights.

**Our Market Analysis service codifies what people want, where they want it, and how they expect to find it empowering physical stores to act fast and stay ahead.**

# Market Share Organic Search

This isn't theory. It's intelligence designed to be used in your products, today.

# Market Share Organic Search

Our method:

## 1. Search Intent Scanning

We analyze localized search trends, product queries, and seasonality to detect rising interests before they hit your competitors' radar.

## 2. Geo-Focused Opportunity Mapping

We cross-reference keyword data with geographic insights to identify what your audience is looking for in your area down to the district.

## 3. Retail-Ready Recommendations

We turn insights into action: specific suggestions for changing window displays, reorganizing shelves, updating messaging, and boosting foot traffic all based on digital demand.

# Market Share Organic Search

This isn't theory. It's intelligence designed to be used in your products, today.

# Market Share Organic Search

8%

2022

# Market Share Organic Search

8%

2022

10%

beginning of  
2023

# Market Share Organic Search

**8%**

2022

**10%**

beginning of  
2023

**14%**

end of 2023



# Market Share Organic Search

**8%**

2022

**10%**

beginning of  
2023

**15%**

beginning of  
2024

**14%**

end of 2023

# Market Share Organic Search

**8%**

2022

**10%**

beginning of  
2023

**15%**

beginning of  
2024

**14%**

end of 2023

**26%**

July 2024

# Market Share Organic Search

**8%**

2022

**10%**

beginning of  
2023

**15%**

beginning of  
2024

**14%**

end of 2023

**26%**

July 2024

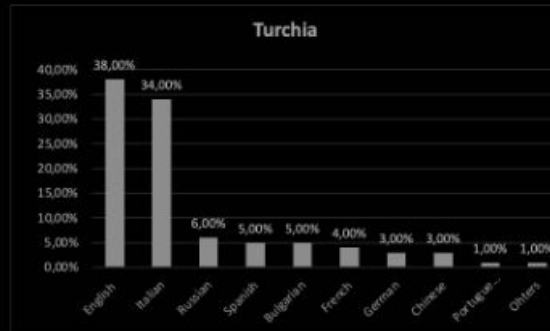
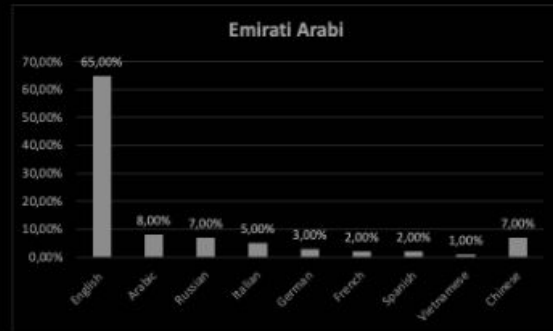
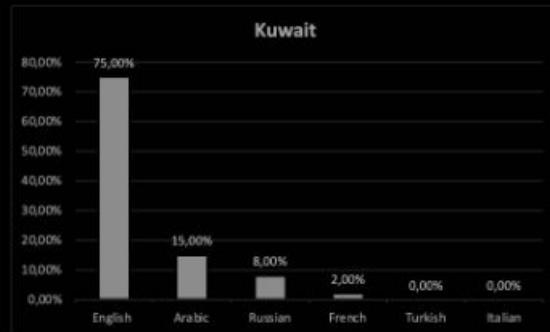
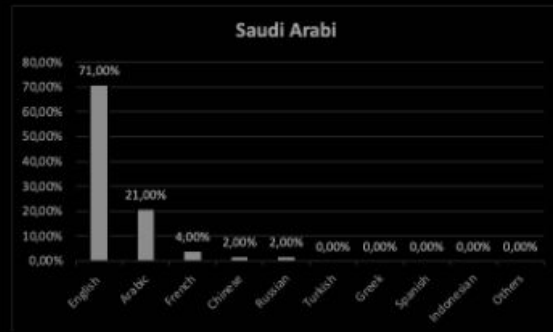
**28%**

December 2024

# Market Analysis

## Analisi di mercato- Colombini Casa

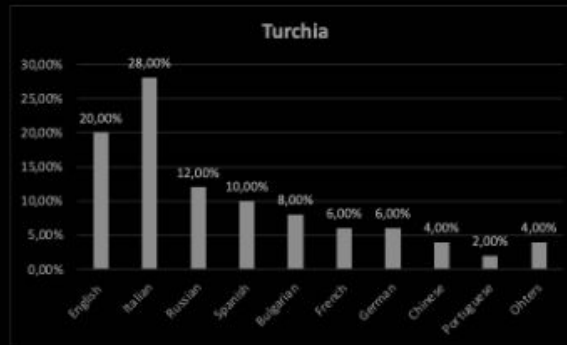
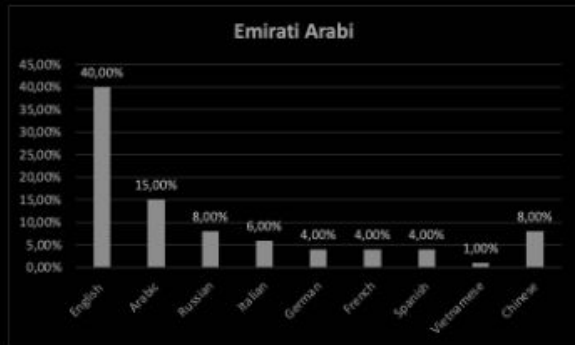
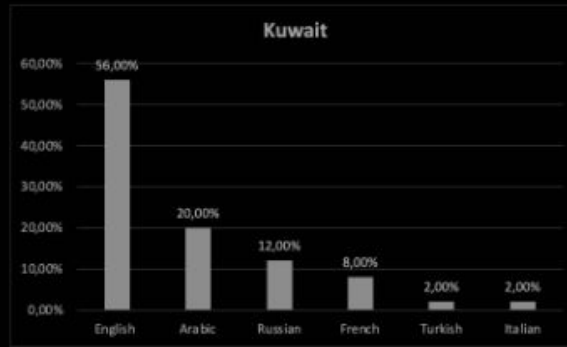
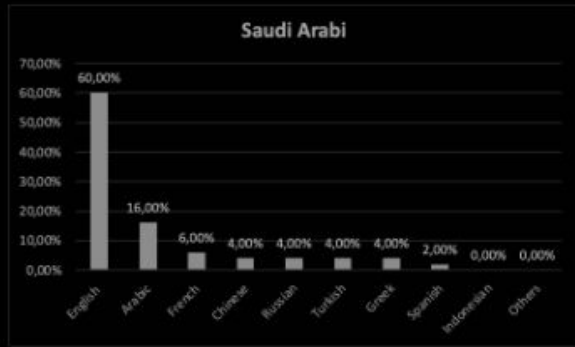
Si è analizzato da dove provengono attualmente le visite sul sito Contract e Casa, oltre le lingue maggiori di ricerca.



# Market Analysis

## Analisi di mercato- Colombini Contract

Si è analizzato da dove provengono attualmente le visite sul sito Contract e Casa, oltre le lingue maggiori di ricerca.



# Market Analysis

## Insight sul mercato - Golfo Arabo

**Nel Golfo Arabo, diversi grandi progetti di costruzione in corso prevedono una forte sinergia con il settore contract**, soprattutto nei settori dell'ospitalità, del lusso e delle infrastrutture commerciali.

### Arabia Saudita - Vision 2030

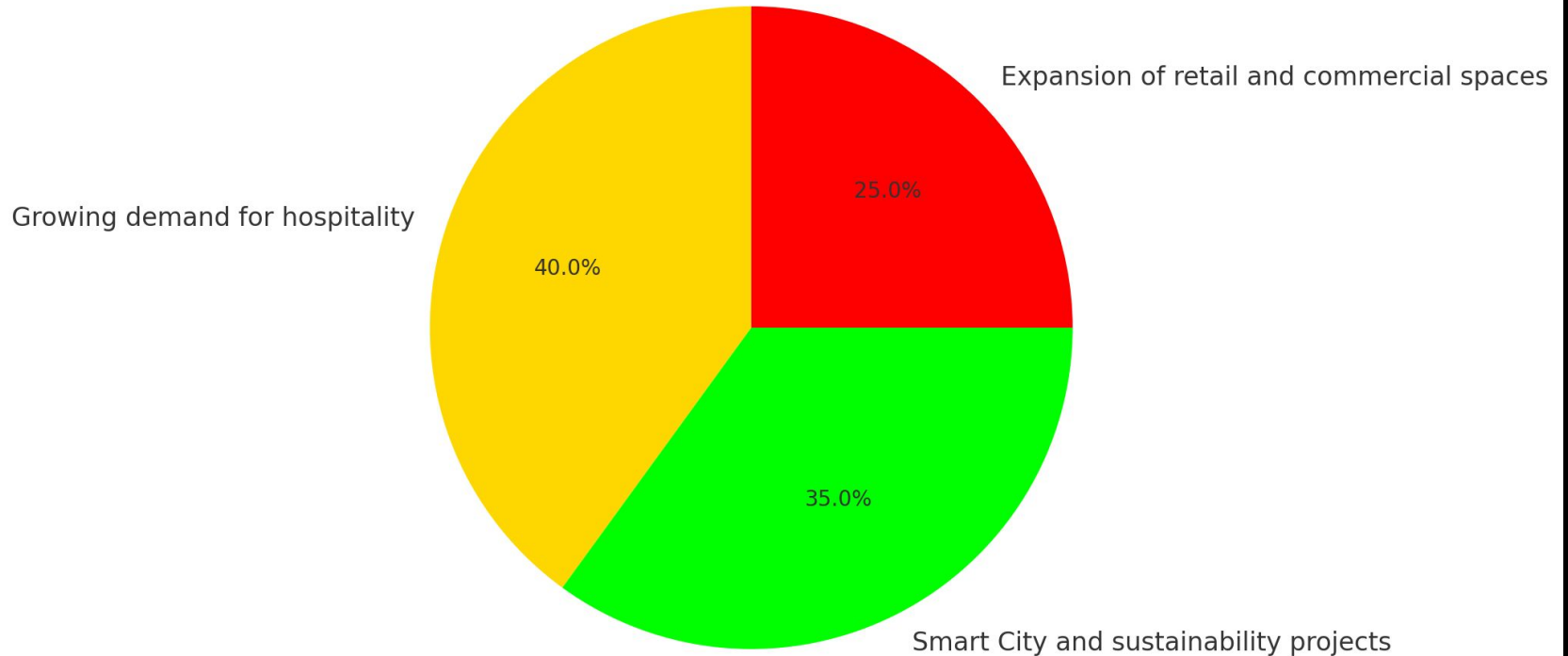
**Neom:** Questa mega-città futuristica sul Mar Rosso sarà uno degli sviluppi più grandi e ambiziosi della regione. Con un investimento stimato in 500 miliardi di dollari, Neom includerà resort, complessi residenziali, uffici e strutture per l'intrattenimento, tutti potenziali spazi per forniture contract di alta gamma

**The Red Sea Project:** Un progetto di sviluppo turistico sulla costa del Mar Rosso che prevede hotel di lusso, resort e ville. Si tratta di un'opportunità significativa per le aziende di arredamento contract per contribuire con soluzioni sostenibili e su misura per il mercato del lusso



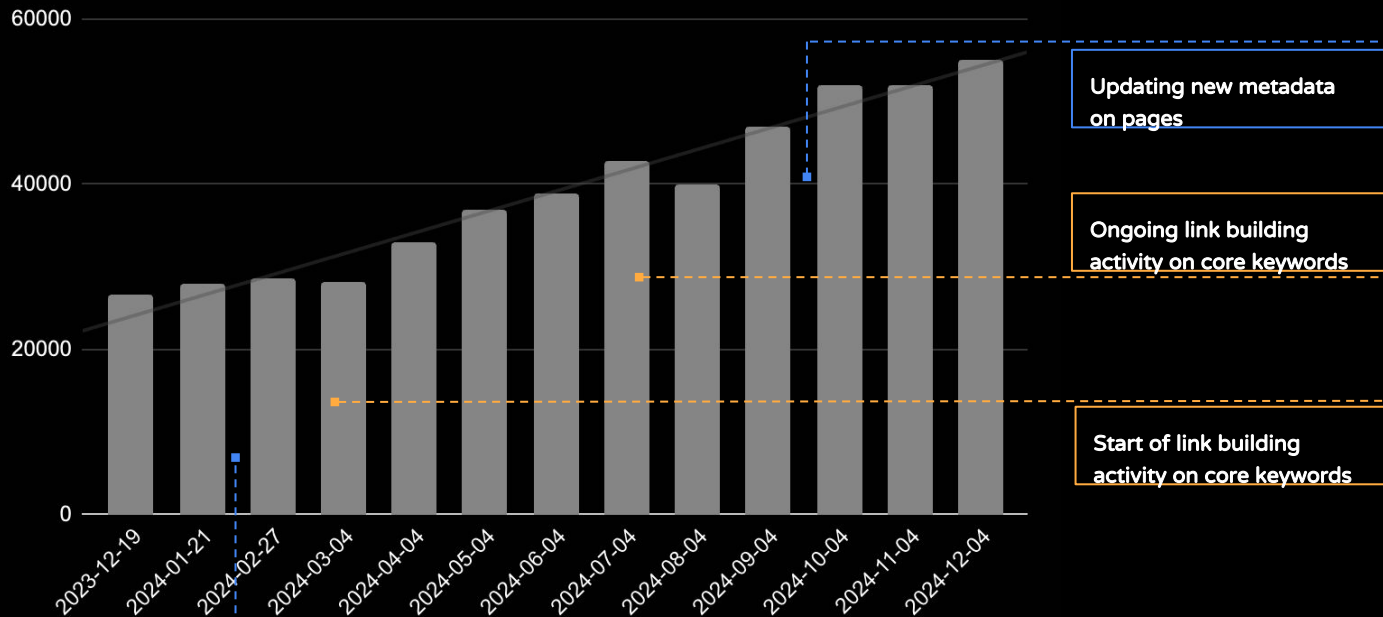
# Market Analysis

Market Forecast – Arabian Gulf  
Growth Forecast for the Next 3 Years in the Contract Sector of the Arabian Gulf





# Results



Updating new metadata on pages

Ongoing link building activity on core keywords

Start of link building activity on core keywords

Technical SEO audit, competitor analysis, and search intent analysis

Keyword analysis and semantic search development

Inserting new metadata into pages



THANKS 4 YOUR TIME

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