

Examples of Challenges & Results

DIGITAL ACQUISITION AUDIT



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CONTEXT

I work on digital acquisition challenges with one clear objective: to structure growth channels, define priorities, and improve performance.

The goal is not to implement isolated tactics, but to build a scalable system that delivers sustainable results over time.

Moteurs Baudouin is an international manufacturer of industrial and marine engines, specialized in critical applications such as energy, marine, data centers, power generation and industrial markets.



CHALLENGES

- ✓ Structure digital channels
- ✓ Increase visibility and lead generation
- ✓ Align marketing with business objectives



ACTIONS

- Structured the acquisition strategy: content, SEO and AI search visibility
- Optimized website and performance: UX and technical improvements
- Activated acquisition channels: paid ads and visibility
- Set up automated outreach and lead tracking through the CRM



RESULTS

- +20K**
Social media followers
- +40%**
Increase in website visits
- +20**
Strategic pages ranked in Google's top 5
- +300**
Qualified contacts added to the CRM



BUSINESS IMPACT

Structured a coherent acquisition system aligned with business objectives, making lead generation clearer and more effective.



Thales is an international group specialized in advanced technologies. In the banking sector, it supports institutions with digitalization, security and customer experience challenges.



CHALLENGES

- ✓ Qualified traffic on digital topics
- ✓ Improving content performance
- ✓ Structuring lead generation

ACTIONS

- Structured acquisition across content and SEO
- Optimized strategic pages and content
- Activated acquisition channels through LinkedIn Ads
- Launched targeted email campaigns

RESULTS

+30%
Traffic on optimized pages

+16%
Downloads through email automation

+12
Strategic pages ranked in Google's top 5

BUSINESS IMPACT

Structured acquisition initiatives in a demanding technical environment, improving visibility on high-value topics and generating more qualified leads.

FILTRAONE



E-commerce project launched from scratch, validating the market and optimizing the conversion funnel from 0.3% to 3%, with controlled investment.



CHALLENGES

- ✓ Market validation
- ✓ Conversion funnel optimization
- ✓ Profitable acquisition with low investment 1.5K€



ACTIONS

- Structured the sales funnel
- Activated acquisition channels through ads and content
- Optimized conversion through UX and offer improvements
- Analyzed performance and iterated continuously



RESULTS

0,3 → 3%

Conversion rate improvement

1500€

Monthly revenue

1MILLION

Views on TikTok



BUSINESS IMPACT

Fully optimized the conversion funnel and built a testable acquisition system, making it possible to quickly identify the key performance drivers.

A clear, results-driven approach.

I support companies with a structured approach, from analysis to activation, to generate qualified leads and sustainable growth.



01 DIAGNOSIS

Fast and complete analysis of your current acquisition system.

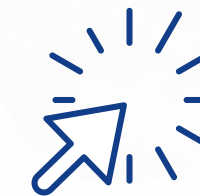
- Website, SEO and content audit
- Campaign and KPI analysis
- Identification of friction points and opportunities



02 STRUCTURING

Clarification of your positioning and acquisition priorities.

- Alignment of messaging and offer
- Prioritization of high-impact actions
- Clear and structured action plan



03 ACTIVATION

Implementation of high-performing acquisition channels.

- SEO, content and visibility
- Ad campaigns: LinkedIn and Google
- Outreach and lead tracking through CRM
- Analysis, optimization and continuous iterations

Let's talk?

30-minute call to review your acquisition strategy and identify the first high-impact actions.



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<https://calendly.com/simon-sparacca/30min>

[SCHEDULE A CALL →](#)



**Let's work together to
improve your **results****