



ANSUINI

SINCE 1860

With us Since 2018 to Now



Unleash your business potential thanks to the dedicated brand manager!

BUSINESS CHALLENGES:

- Management of multiple and multilingual customers with customized products
- Online business expansion
- Positioning against the competitors and gaining of market share
- To predict and satisfy larger number of orders in real time, efficiently and flawlessly for the optimal user's experience
- Website flexibility and agility
- Audit of website

RESULTS:

- Positioning the first page and results on geolocalized Google Search
- Increase in sales of about 300%
- Customer satisfaction 100%
- International as well as national Business expansion
- Market consolidation

TOP Positioning in Italy & Worldwide

One of the highest quality materials and craftmanships in Italy

INDUSTRY

Jewelry and Diamonds

Since 1860 in Rome

Visit us on ansuini.it

The oldest jewelry brand in Rome

Ansuini represents tradition, innovation, and creativity. A tangible dream of eternity.

Established in 1860 in the center of Rome, after 150 years and six generations the Maison in Palazzo Massimo is still managed by the Ansuini family.

Engagement and wedding rings, necklaces and bracelets are works of art, handmade by goldsmiths in the in-house lab, where the family personally selects the gems to be mounted.

Ansuini's collections evoke the cultural and historical style that defines Italy, complex forms inspired by Roman baroque architecture, geometrical orders, natural motives to recall the beauty of the Mediterranean landscape.

Over the centuries they have been chosen by the most demanding customers: the Vatican, European aristocracy, fashion designers and many Hollywood stars.

It is possible to organize a virtual appointment to visit the store and browse the jewels while speaking with a staff member on WhatsApp. They specialize in reparations (big or small) and creations of new jewels to offer the customer the opportunity of entirely personal precious items.

The appraisal of jewels and stones of all kinds is one of Ansuini's primary activities. You may request assessments and appraisals, either by bringing your precious items directly to the Maison or arranging a home appointment.

Ansuini is consistently adding historical and antique jewels to its ancient collections. The Maison is interested in acquiring and reselling unique and distinguished jewels.

Ansuini, The Diamond Center

It started with a restyling of the initial showcase website, soon developed into a hybrid e-commerce (a very convenient solution when dealing with unique pieces). Their multilingual site is a perfect mixture of antique and modern luxury, appealing to either the loyal clients of the shop and the new online customers.

It has a very innovative digital appeal, with a 30.000 item capacity, social media marketing and advertising, accessible from every device, and a funnel/landing page to convey potential buyers (thanks also to national and international SEO).

Their target market audience is medium/high income buyers, both men and women from 30 to 65 years old..

Trasformation of a showcase website into an international high-end multilingual hybrid e-commerce

SOLUTIONS:

- google analytics & stats
- dedicated brand manager
- 24/7 technical assistance
- e-mail marketing and newsletters management
- digitalization and adaptation of the photos as well as the clients'images for the e-commerce
- web marketing plan
- google sea
- monthly seo national & seo international maintenance
- erp system integration
- annual graphic restyling of the website
- professional website and dashboard training
- whatsapp technical assistant



[Request a quote](#)

[Ask for a free web analysis](#)

[Request 1h consulting](#)

[Contact us](#)

+310621802998

Written by Business Webstars