

PARSLEY.DIGITAL



ABOUT US



Parsley

We're your growth partner, a boutique agency tailored to your business needs. Our primary focus is delivering tangible business results specifically for you.

Whether you need a stunning website, a powerful e-shop, or an innovative app, we have the tech expertise to bring your vision to life. Moreover, we seamlessly bridge the gap between tech, marketing, and sales. From crafting a captivating online presence to driving traffic and converting leads, we've got you covered.

At Parsley Digital, we excel at conveying complex technology and marketing concepts in a clear and straightforward manner. We're here to help your business flourish and succeed.

Ready to thrive? Let's grow together and conquer the full cycle of success! Discover more about how we can help at [Parsley Digital](#).



WE'VE WORKED WITH



dyson

L'ORÉAL



MARS





Parsley

TAGLINE AWARDS



silver

EDUCATIONAL GAME
FOR MCDONALDS



gold

EDUCATIONAL GAME
FOR MCDONALDS



gold

VIDEO CHALLENGE FOR
HEINEKEN

For a detailed view of these projects, please visit Behance profile [Game Chef McCombo](#), [Zero Zone Challenge](#)

OUR CASES



E-COM ECOSYSTEM & STRATEGY for SMARTTEDDY.STORE

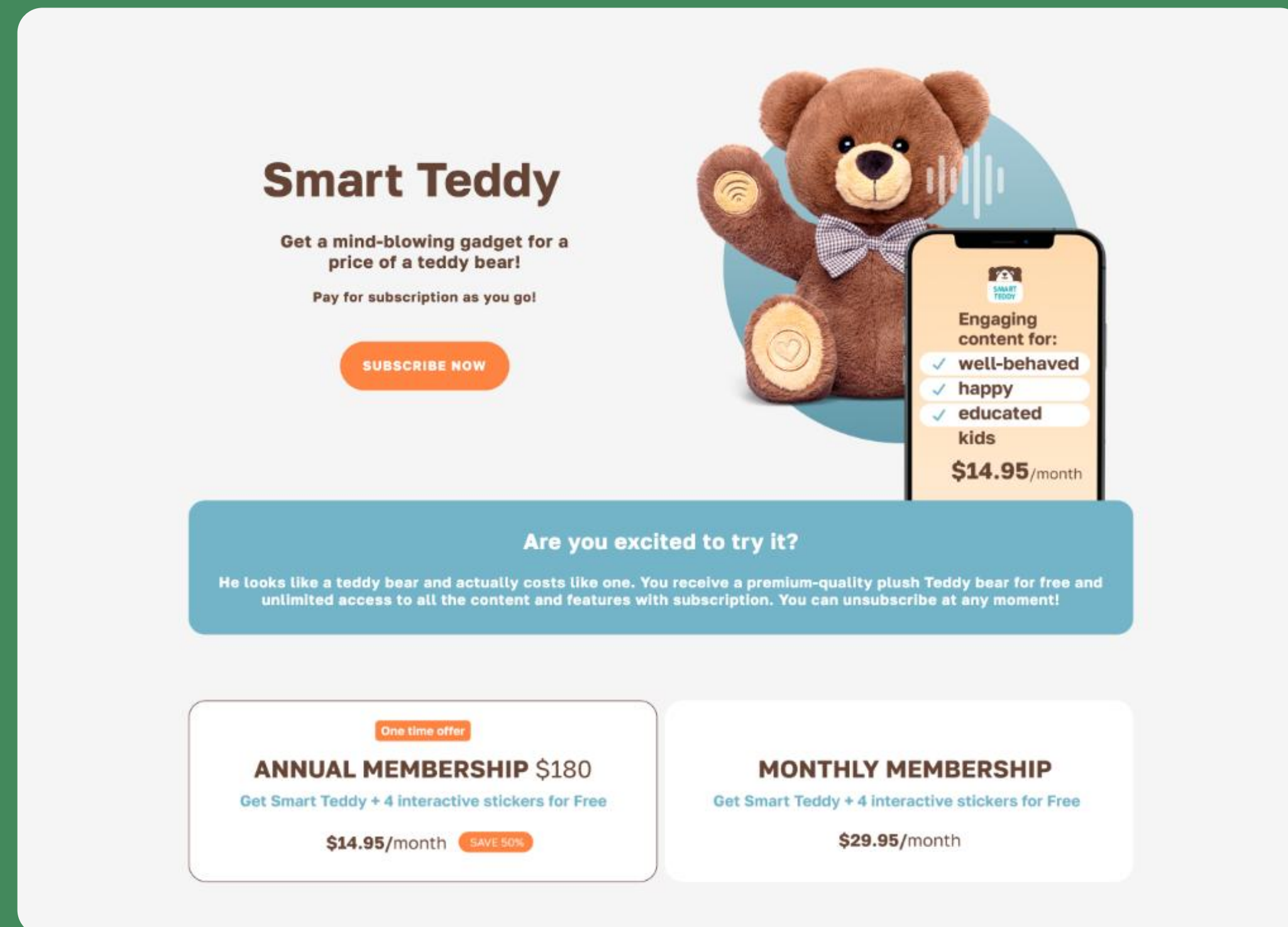
- Own web-site development (Direct to consumer sales) & sales models testing
- Amazon sales analysis and strategy development
- Leads generation campaigns & email marketing strategy
- Goole Ads / Pinterest ads launch



DIRECT TO CONSUMER WEB-SHOP DEVELOPMENT



Parsley



Smart Teddy

Get a mind-blowing gadget for a price of a teddy bear!

Pay for subscription as you go!

SUBSCRIBE NOW

Engaging content for:

- ✓ well-behaved
- ✓ happy
- ✓ educated kids

\$14.95/month

Are you excited to try it?

He looks like a teddy bear and actually costs like one. You receive a premium-quality plush Teddy bear for free and unlimited access to all the content and features with subscription. You can unsubscribe at any moment!

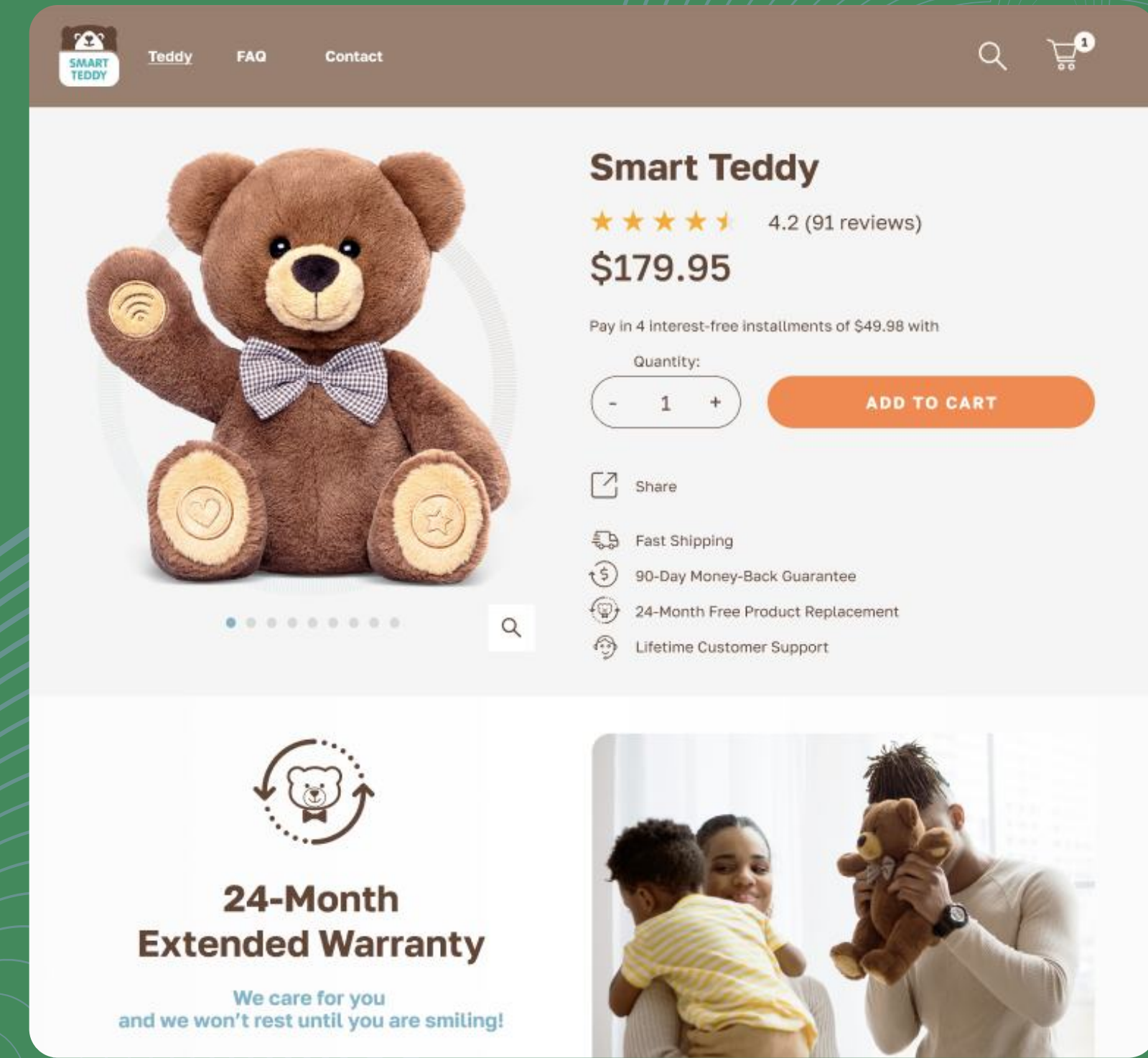
One time offer

ANNUAL MEMBERSHIP \$180
Get Smart Teddy + 4 interactive stickers for Free

\$14.95/month **SAVE 50%**

MONTHLY MEMBERSHIP
Get Smart Teddy + 4 interactive stickers for Free

\$29.95/month



Teddy FAQ Contact

Smart Teddy

★★★★★ 4.2 (91 reviews)

\$179.95

Pay in 4 interest-free installments of \$49.98 with

Quantity: - 1 +

ADD TO CART

Share

Fast Shipping

90-Day Money-Back Guarantee

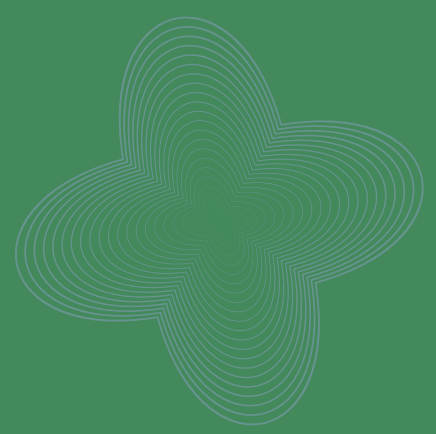
24-Month Free Product Replacement

Lifetime Customer Support

24-Month Extended Warranty

We care for you and we won't rest until you are smiling!

SaaS sales model vs. Direct sales testing



CUSTOMER RESEARCH



Parsley

Two types of research has been hold:

- CustDevs with target audience
- Online questionnaire to find out purchase barriers and reposition the offer

Smart Teddy
90 Days Unique Trial Period

Give him a chance! Just make a deposit. If Smart Teddy doesn't fit your family, we will refund your money within three business days after the request and pick Teddy up from your place

\$159.95

Pay in 4 interest-free installments of \$49.98 with [shop](#)
[Learn more](#)

Purchase Options

<input checked="" type="radio"/> Subscribe now Save \$40.00	\$159.95
Smart Teddy Subscription 1 month	
Setting plan description	
<input type="radio"/> One Time Purchase	\$199.95

Add subscription to cart

Meet with the team and get \$50 for interview

Book the most convenient time for a 30-min call and earn \$50 Amazon gift card. Share your feedback on the experience with Smart Teddy

Apply for the product interview now!

You Email

SUBMIT

This is really expensive! Also it reminds me of Teddy Ruxpin, a toy from the 1980s

Cora, Florida

I would like some clarification on what makes this product STEM approved. At first glance, it appears to tackle only language and math.

Shay, Florida

What happens if my kid doesn't like a certain feature? Are you able to change what the bear says so that it doesn't upset her?

John, Maryland

It's unclear to me how much time kids need to spend on the app itself to get anything educational out of the stuffed bear, and I want to cut back on the amount of time my kids spend on apps.

Kate, NY

It has a lot of features. I would be worried that there are too many and they don't work quite well because they overextended themselves

Ben, North Carolina

It's unclear to me how much time kids need to spend on the app itself to get anything educational out of the stuffed bear, and I want to cut back on the amount of time my kids spend on apps.

Adam, Wisconsin

AMAZON SALES ANALYSIS & STRATEGY

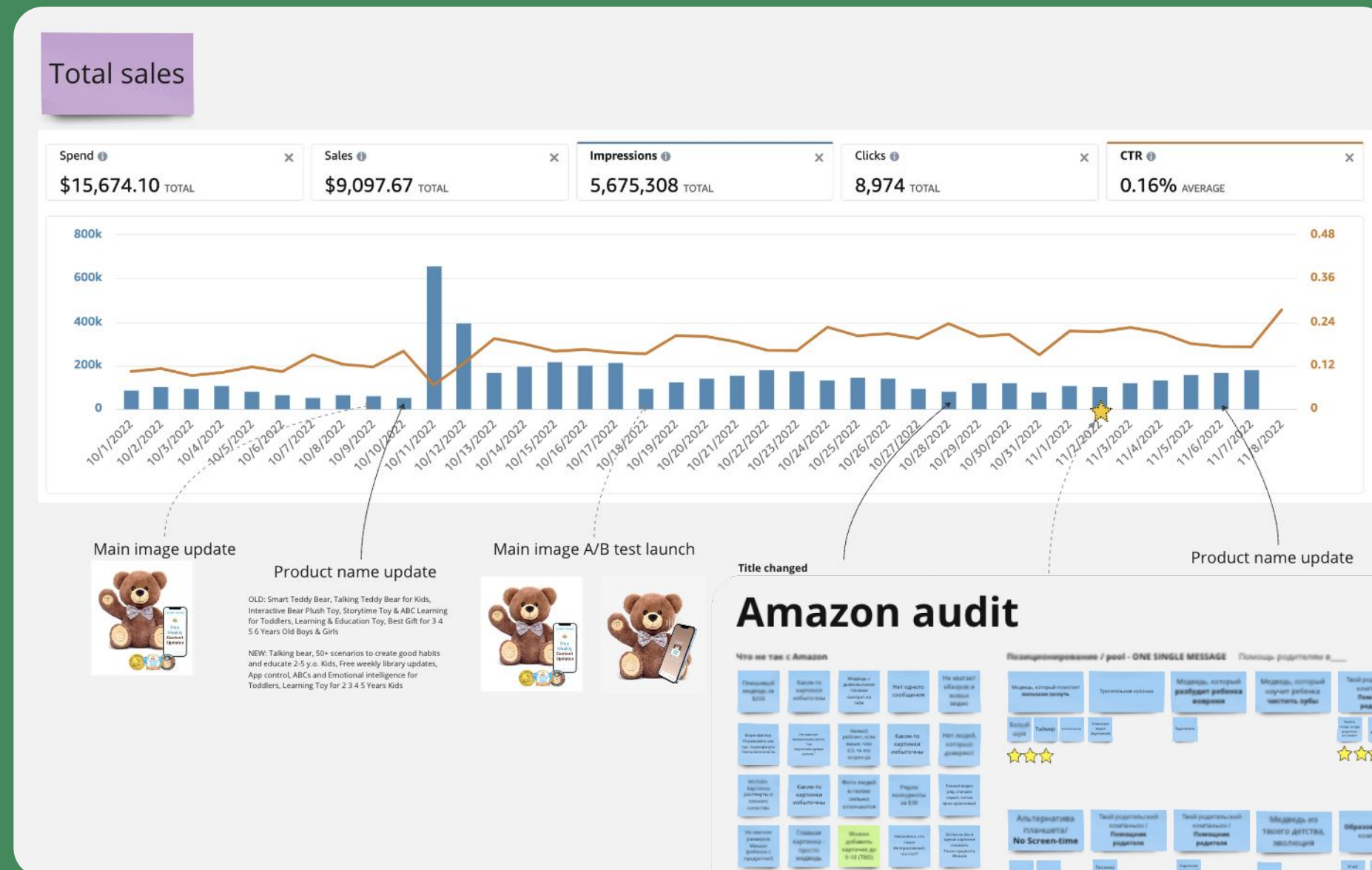
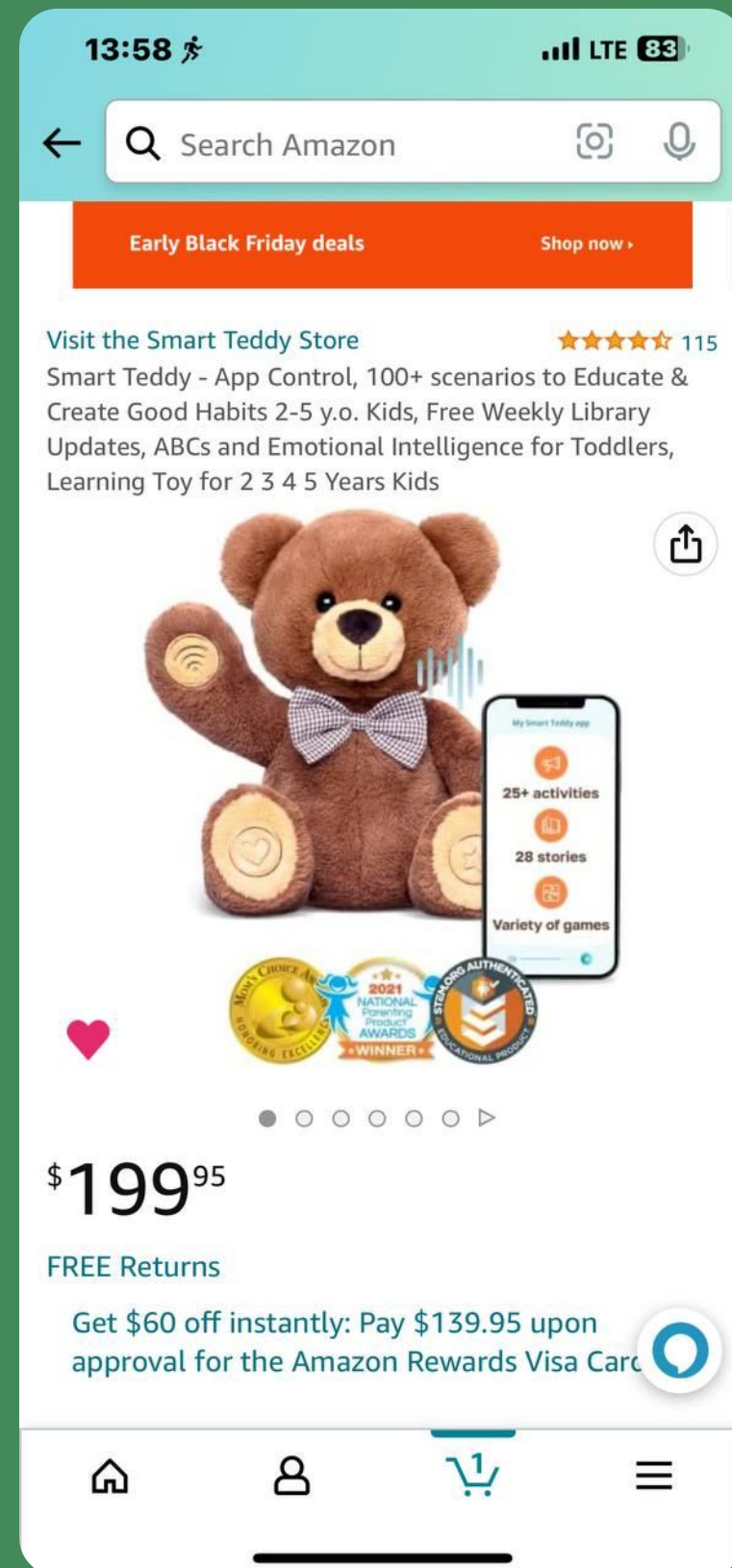


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Mobile first

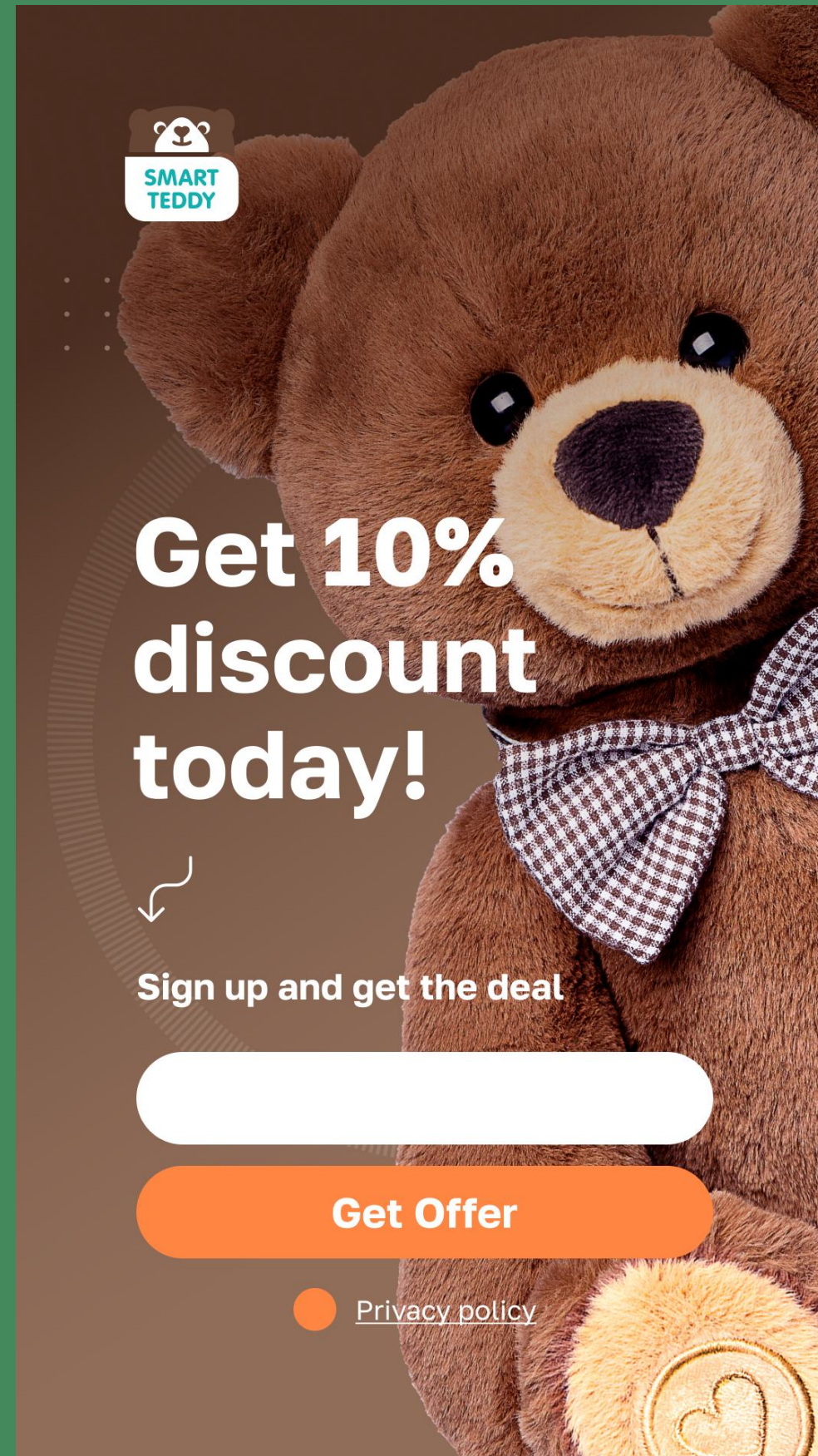
Comprehensive analytics

A/B testing



Metric	Version A	Version B	Difference
Main Image			
Units Per Unique Visitor	0	0	+ 0
Conversion	0.00418%	0.00313%	+ 0.00105%
Units Sold	4	3	+ 1
Units Sold From Search	4	1	+ 3
Sales	\$800	\$600	+ \$200
Sales From Search	\$800	\$200	+ \$600
Sample Size	95,731	95,802	- 71

FB LEAD GENERATION CAMPAIGN & EMAIL-MARKETING STRATEGY



CPL \$10

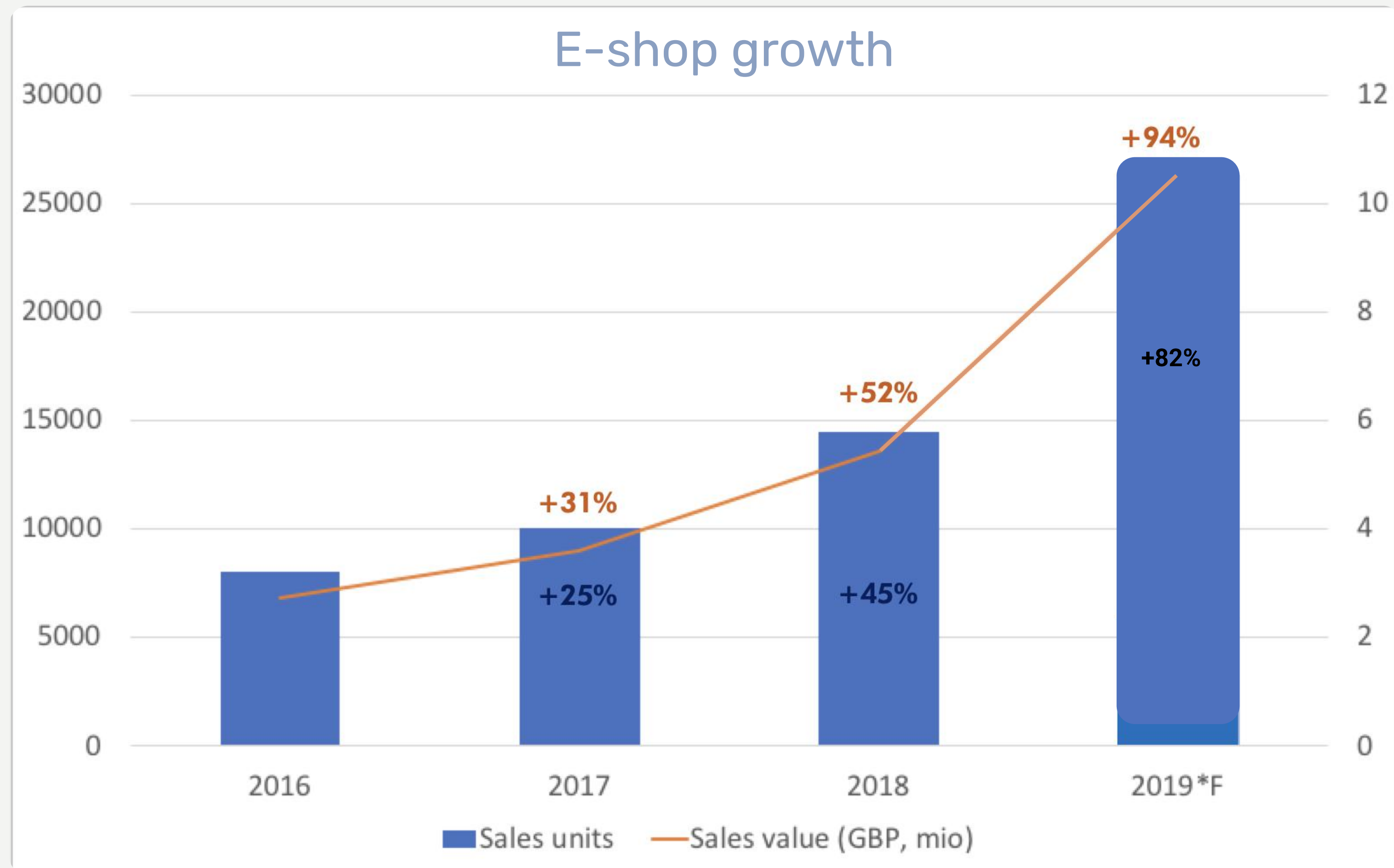
	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Group 1			B097N8JVQL Talking Bear	B097N8JVQL Talking Bear	B097N8JVQL Talking Bear	B097N8JVQL Talking Bear	B097N8JVQL Talking Bear	B097N8JVQL Talking Bear
Group 2			B097N8JVQL ST Auto	B097N8JVQL ST Auto	B097N8JVQL ST Auto	B097N8JVQL ST Auto	B097N8JVQL ST Auto	B097N8JVQL ST Auto
Group 3	B097N8JVQL Smart Teddy KW	B097N8JVQL Smart Teddy KW	B097N8JVQL Smart Teddy KW	B097N8JVQL Smart Teddy KW	B097N8JVQL Smart Teddy KW	B097N8JVQL Smart Teddy KW	B097N8JVQL Smart Teddy KW	B097N8JVQL Smart Teddy KW
Group 4			B097N8JVQL Brand Defence	B097N8JVQL Brand Defence			B097N8JVQL Brand Defence	B097N8JVQL Brand Defence
Group 5			B097N8JVQL Educational toy ASIN				B097N8JVQL Educational toy ASIN	B097N8JVQL Educational toy ASIN
Group 6			B097N8JVQL Categories				B097N8JVQL Categories	B097N8JVQL Categories
							B097N8JVQL NEW Competitor ASINS	B097N8JVQL NEW Competitor ASINS

Open Rate: 20%+

RESEARCH, STRATEGY, E-STORE

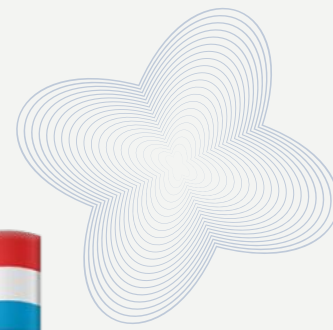
for **dyson**

- Online-shop development
- Digital marketing strategy
- Email marketing
- Research and development
- Social Media marketing



EMAIL MARKETING

dyson



Parsley

dyson

Vous ne voyez pas correctement ce message? Voir l'email en ligne.

Pour un air et des sols plus propres

Dyson V11 Absolute Extra Pro™ + Dyson Pure Cool Me™ pour 799€. Offre disponible jusqu'au 30/04/2020. Voir conditions.



Acheter maintenant

Payez en 4 fois sans frais

Vous pouvez répartir le coût d'acquisition de votre appareil Dyson sur plusieurs mois si vous achetez sur Dyson.fr.

dyson **v11** absolute extra pro

L'aspiration la plus puissante de tous les aspirateurs sans fil en utilisation.*

Adapte automatiquement la puissance à tous les types de sols (en mode Auto avec la brosse High Torque).

Un écran LCD permet de suivre les performances et l'autonomie en temps réel. Jusqu'à 60 minutes d'autonomie (en mode Eco).

En savoir plus

dyson **pure cool me**

Ventile de l'air purifié. Pas de l'air pollué.

De l'air purifié pour vous ventiler grâce à notre dernière technologie de projection d'air Core Flow™.

Testé scientifiquement par l'Institut Pasteur de Lille, élimine plus de 99%* des particules ultrafines.

En savoir plus

Acheter sur Dyson.fr

Droit de rétractation de 30 jours et frais de retour offerts

Livraison gratuite

Garantie 2 ans, activée automatiquement

Paiement en plusieurs fois

dyson **v11**

Wegweisend. Patentiert. Ständig verbessert.

Wir von Dyson gehen mit unserer Staubsaugertechnologie immer neue Wege. Wir entwickeln Akkus mit hoher Kapazität weiter, verbessern unsere digitalen Motoren und optimieren die Leistung – so erfinden wir den Staubsauger neu.

Mehr erfahren

Die neueste Dyson Staubsaugertechnologie

Der neueste Dyson V11™ kabellos Staubsauger verfügt über mehr Saugkraft als die meisten Staubsauger mit Kabel.* bis zu 60 Minuten konstant hohe Saugkraft* und passt sich intelligent an Teppich- und Hartböden an.*

Mehr erfahren

Leistungsstarke Reinigung der gesamten Wohnung

Der neueste Hyperturbinen™ Motor läuft mit bis zu 125.000 U/min und erzeugt mehr Saugkraft als die meisten Staubsauger mit Kabel.*

Mehr erfahren

Optimale Leistung auf allen Oberflächen

Die Dyson Torque Drive-Bodendüse überwacht den Luftdruck an der Bodenfläche und passt sich automatisch an.

dyson

Больше идей для подарков

в официальном магазине Dyson



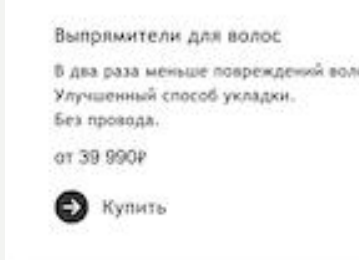
Смотреть подарочную коллекцию

 Пылесос беспроводной V8 Total Clean Dyson

Для всех типов напольных покрытий. До 40 мин. работы.*

34 990€ 27 990€

Купить

 Выпрямители для волос

В два раза меньше поврежденный волос.*
Улучшенный способ укладки. Без провода.

от 39 990€


Купить

 Выпрямители для волос

Улучшенный способ укладки. Без провода.

от 39 990€

Купить

 Очиститель воздуха Dyson HP08

Функция вентилятора. Функция обогревателя. Автоматическое очищение воздуха.

49 990€

Купить

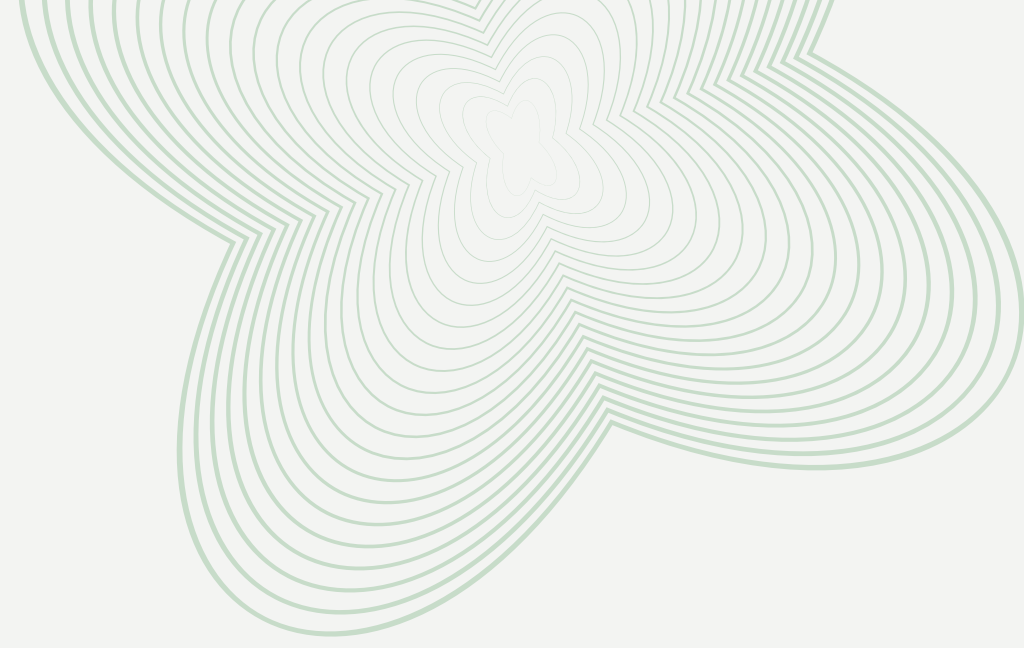
Смотреть всю коллекцию

Обратитесь к нам за помощью или консультацией


8 800 100 100 2
Пн - Вс: с 9.00 до 21.00

Забронировать консультацию

Физические магазины



Check out page



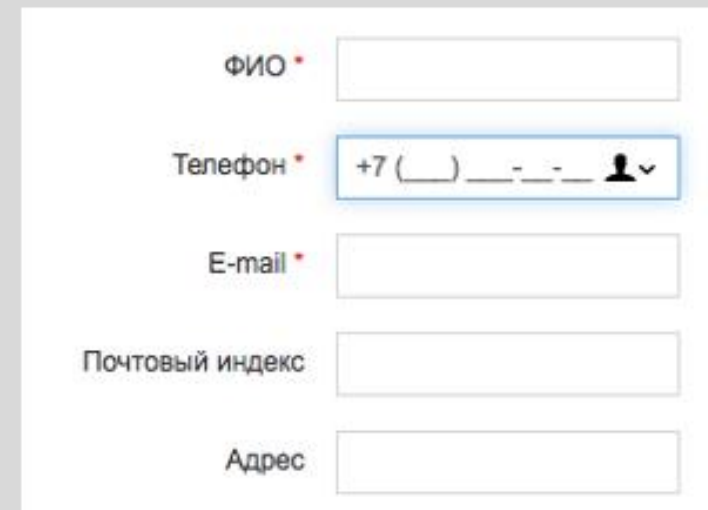
3 optional fields added – post code, address, communication method (phone/email)

Results:

Less time to confirm an order (from 5 to 3 minutes)

No decrease of CR – 70% of customers are ready to fill address field

Check out page

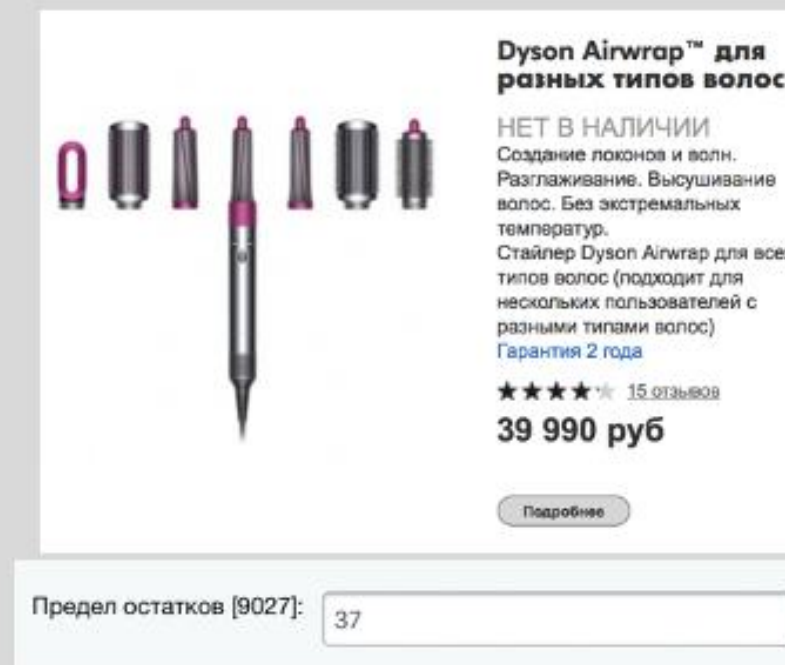


Phone number correction

Results:

Decrease of cancelled orders from 23% to 14%

Stock management



New algorithm launched
Now we can adjust qty of items available on stock in order to show/hide "add to basket" button

Results:

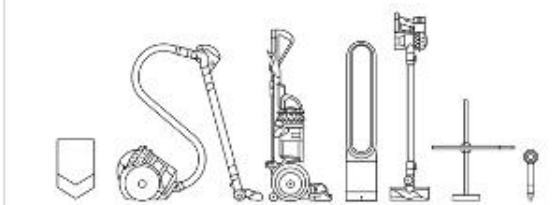
More flexible system, less customer complaints



Delivery quality

Приглашаем пройти опрос клиентов Dyson
Благодарим вас за покупку продукции Dyson. Мы постоянно работаем над улучшением качества обслуживания наших клиентов. Ваше мнение, пожалуйста, немного времени займёт, но очень важно для нас.

Заполнить анкету



Web NPS launch



TELEGRAM MINI APP DEVELOPMENT



CONTEXT SWITCHING TELEGRAM MINI APP:
FROM ADDICTIVE MECHANICS TO MONETIZABLE MICROLEARNING

- ✿ Building a multilingual Telegram mini app
- ✿ Monetization
- ✿ Marketing strategy
- ✿ Results



BUILDING A MULTILINGUAL TELEGRAM MINI APP



Parsley

Botanica.

Botanica Crypto School is a shortcut to the crypto industry, which we gamified into a Telegram clicker where the user earns points and buys courses from crypto industry experts.



Engaging UI mechanics:
process animations, tooltips



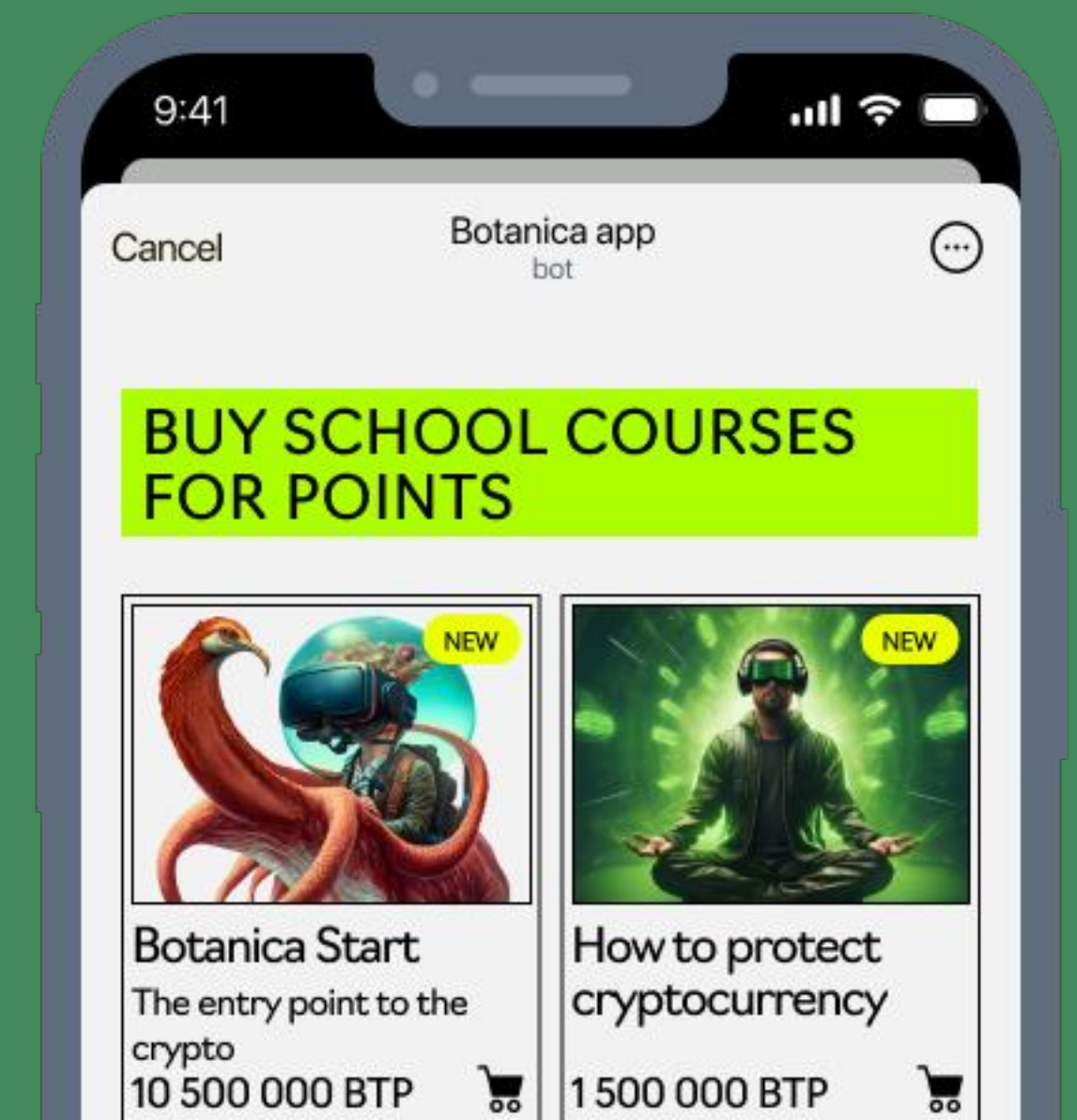
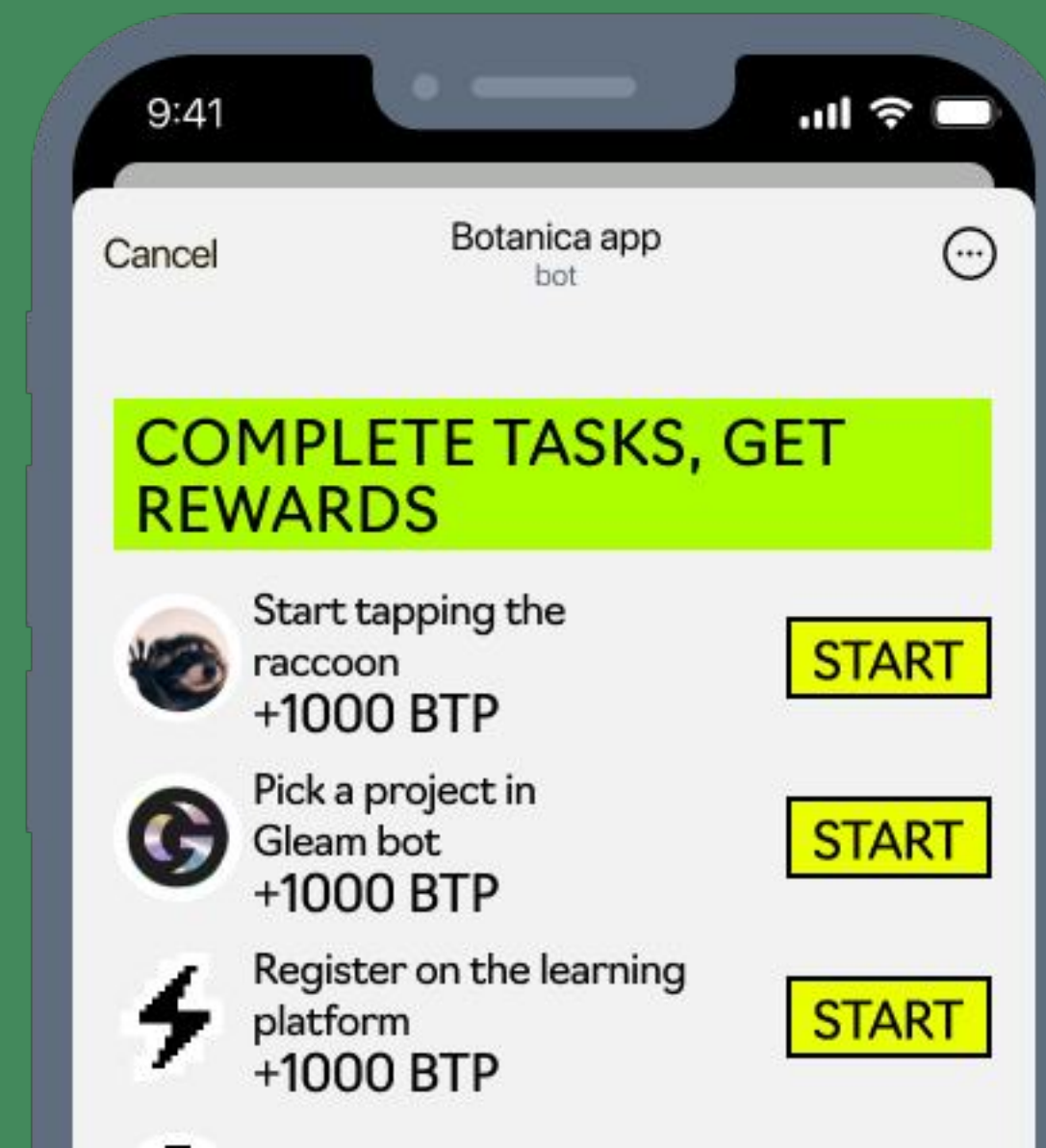
Microlearning: courses and
online events



Automatic interface localization
Course language selection



Sociability and gamification:
tasks, levels, leaderboard

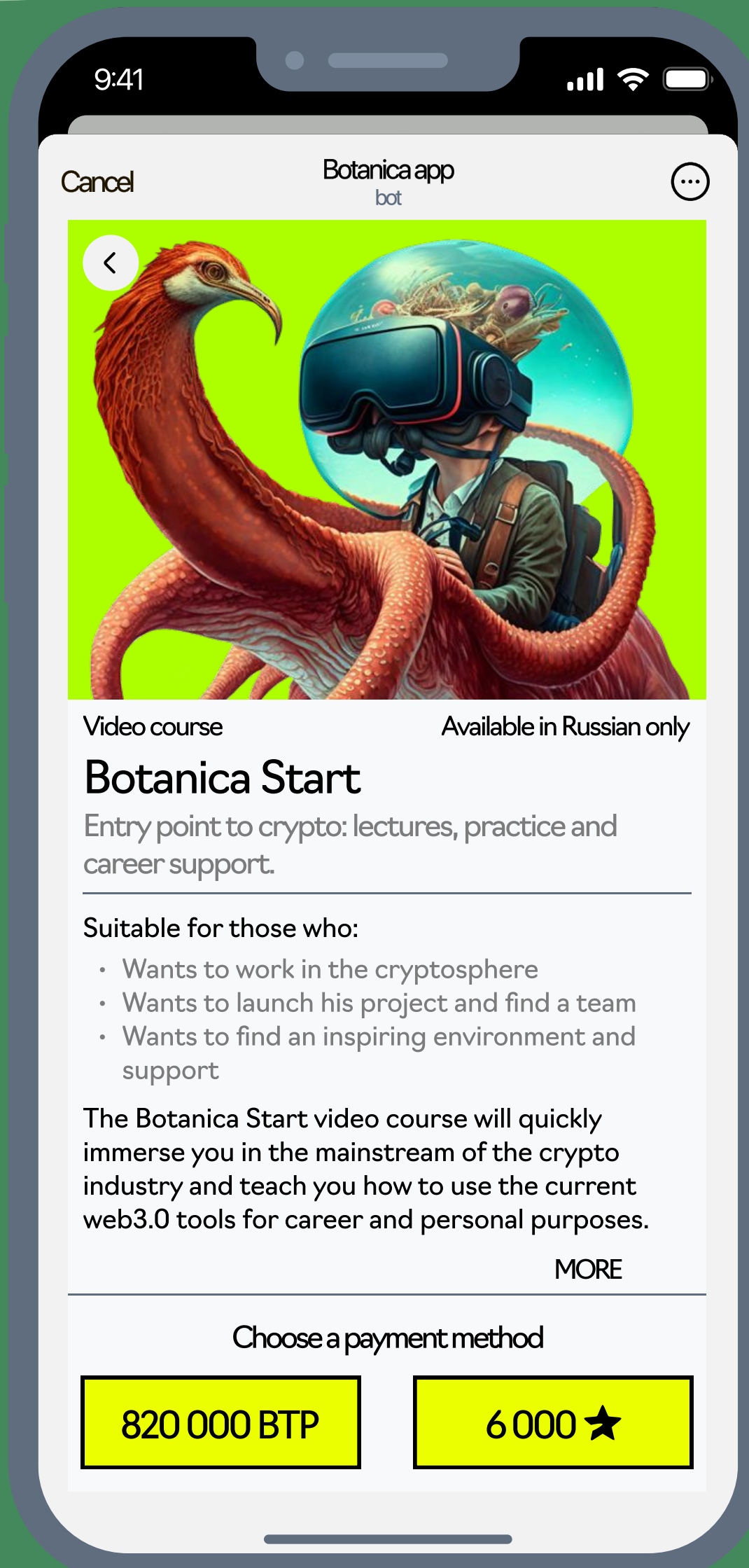
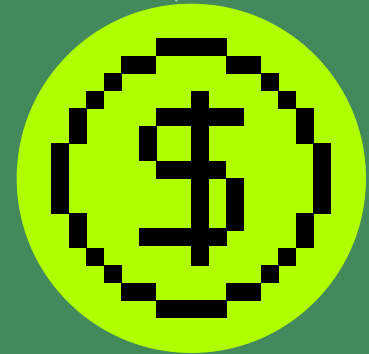


MONETIZATION MECHANICS

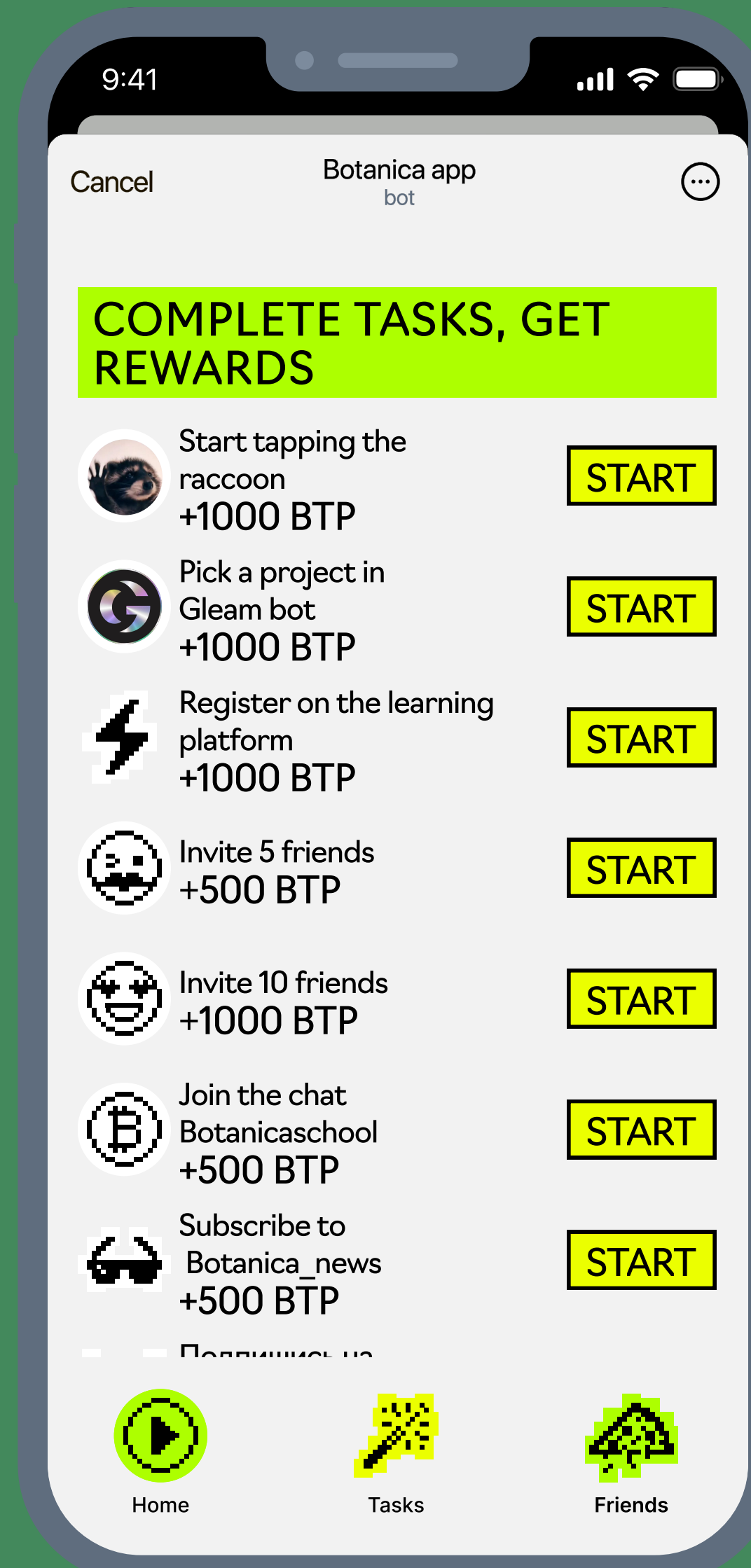
Botanica.



Parsley



Buying points for Telegram Stars



Traffic redirection

FIRST 3 MONTHS RESULTS

Botanica.

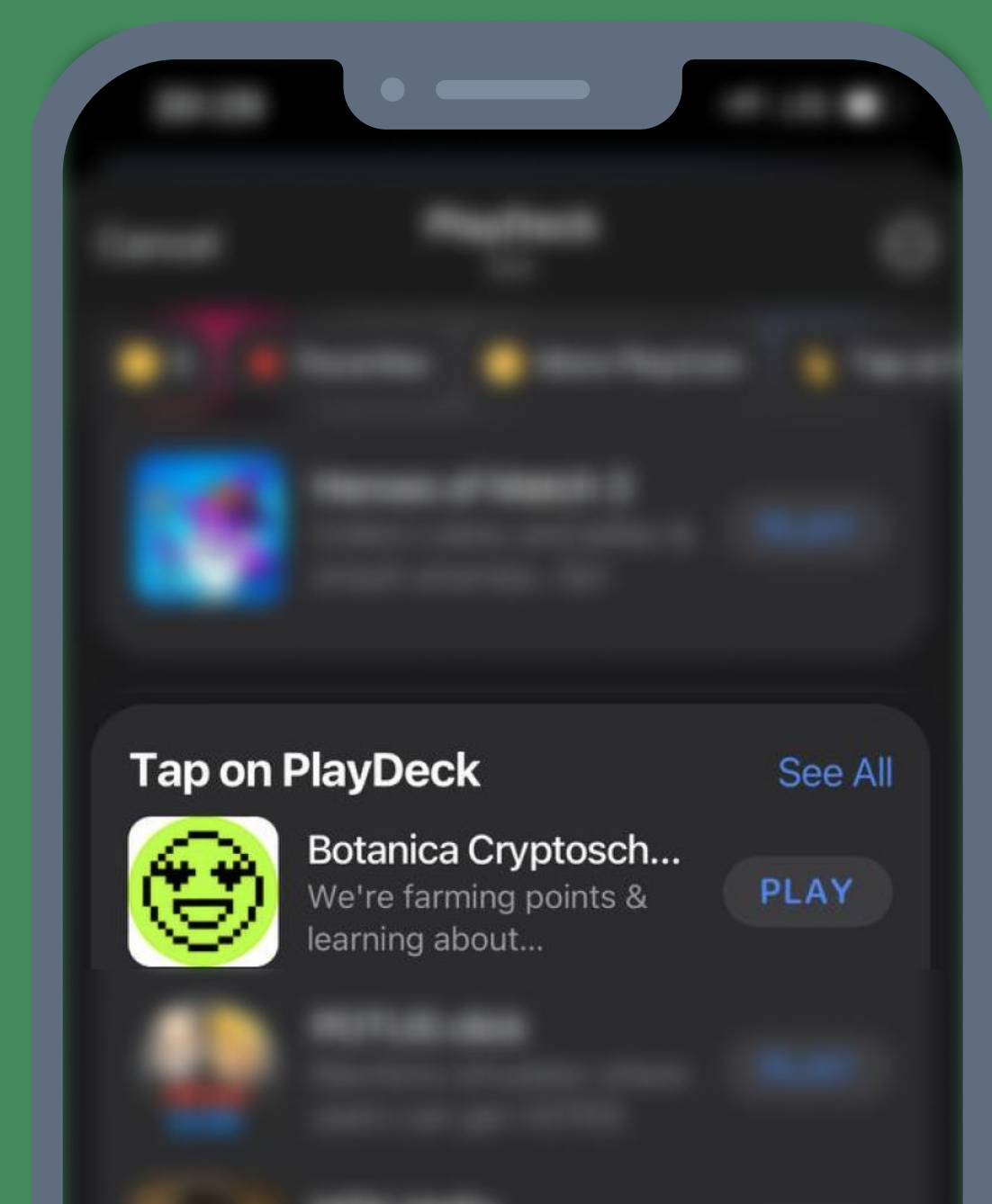
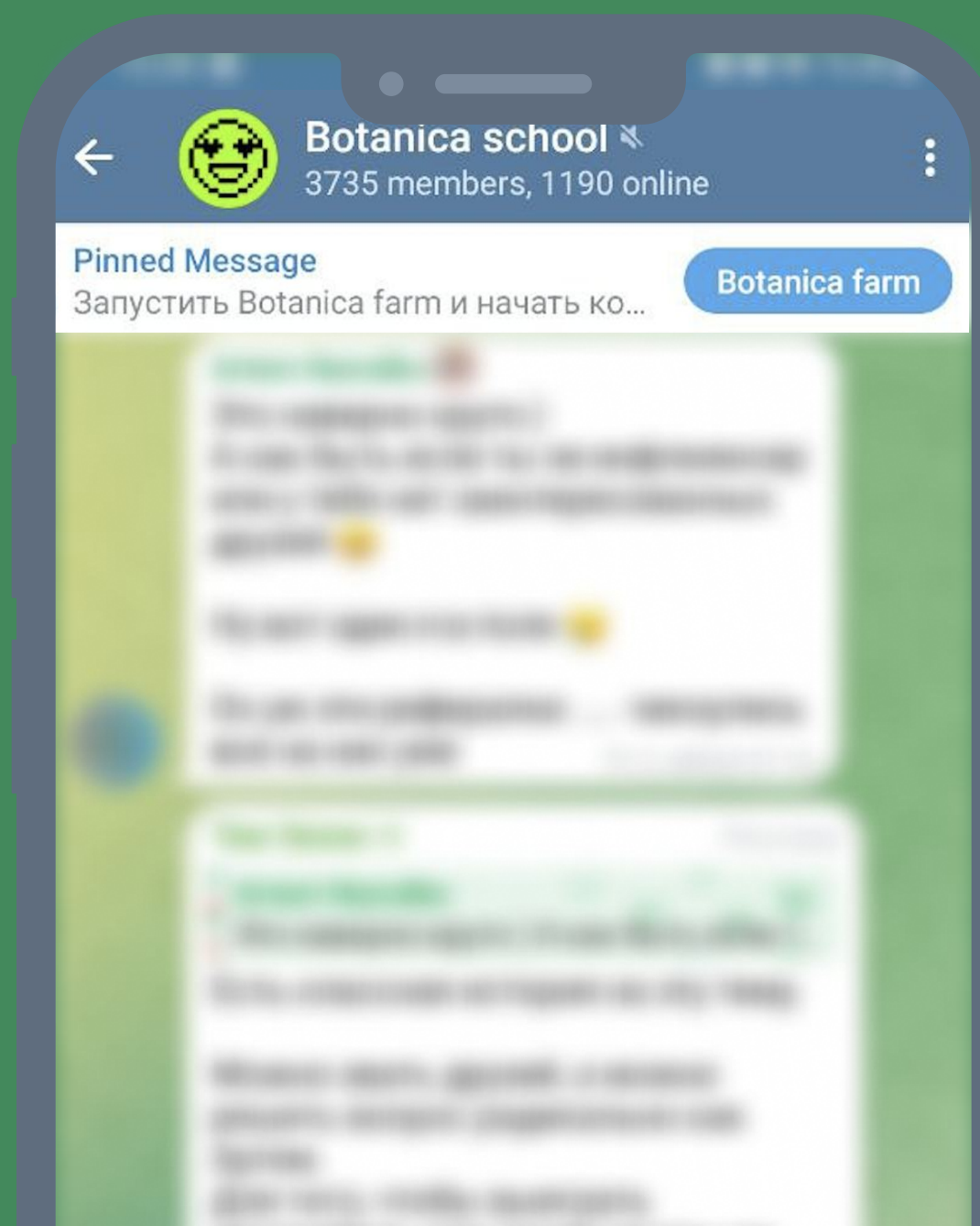
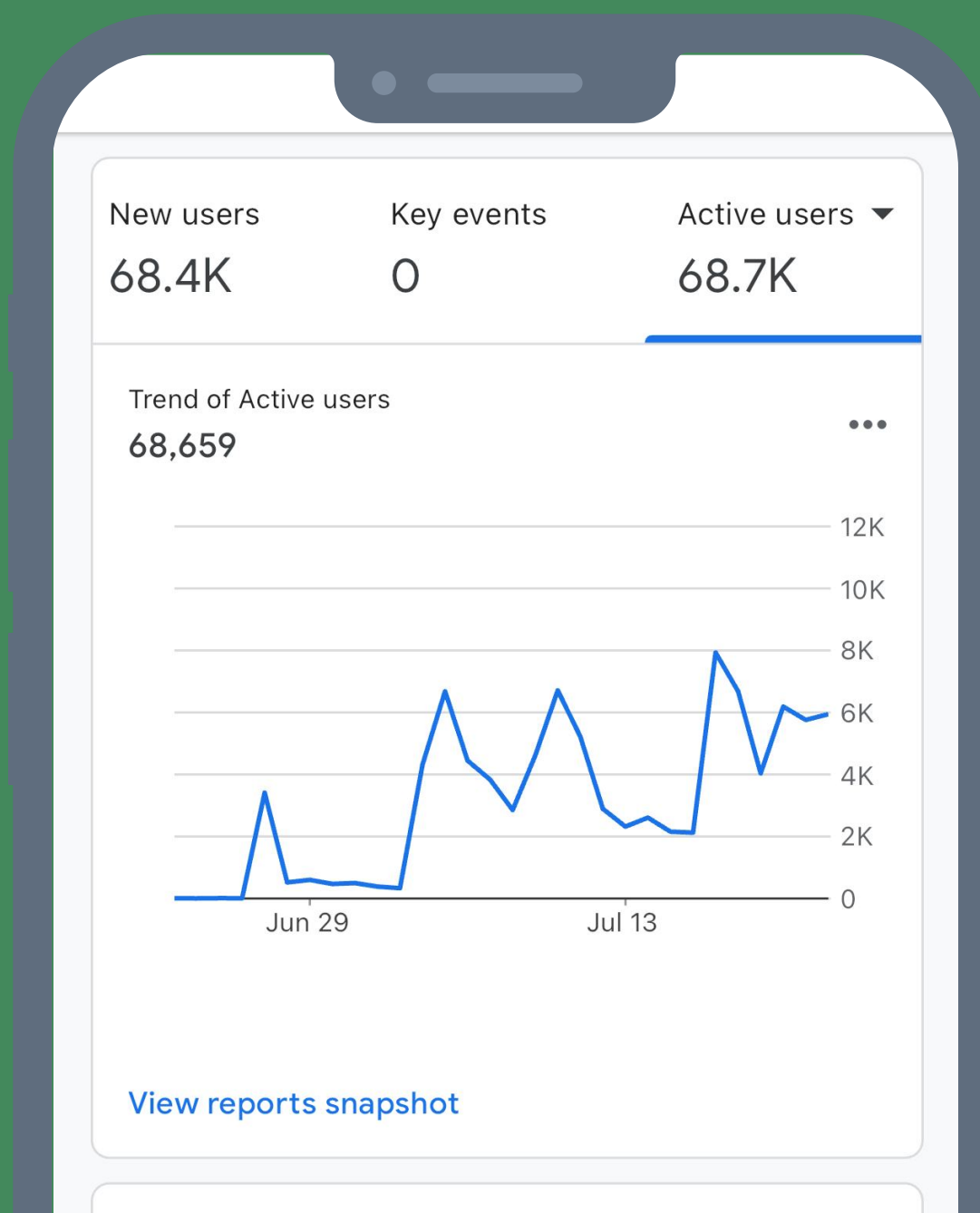


Registration in learning management system > 6000

> 101 000 users

Telegram community growth > 374 %

On top of PlayDeck Telegram mini app Store

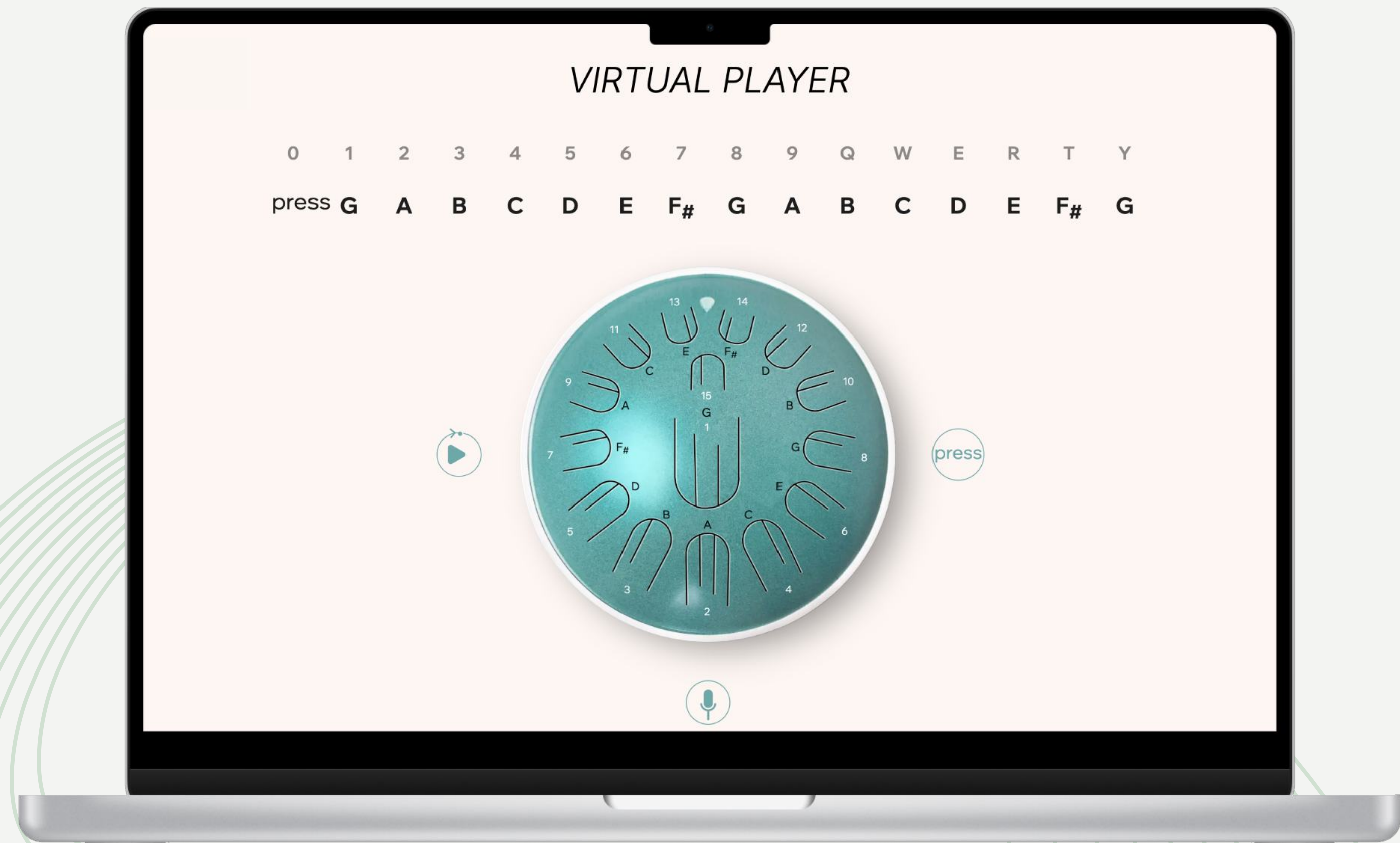


WEB APP for KOSMOSKY



- Development of a web app
- Publishing on the website
- Adaptation for mobile version

Kosmosky specializes in the production and retail of one of the most unique instruments of the new generation – the Glukofon steel tongue drums.



ADAPTATION FOR MOBILE VERSION

KOSMOSKY



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To develop a web app for interactive gaming on the pantam player, with capabilities to compose and record compositions, as well as conduct contests and training.

The web app delivers a music player interface enabling users to compose, save, and playback music compositions, aligned with the client's specifications and design preferences. It seamlessly integrates with WordPress, providing the flexibility to be positioned anywhere on the existing website or on a dedicated page.



FROM BOT TO SALE

for

Smena
station



Parsley

- Chatbot development

Smena Station offers a new standard of living and productivity for remote workers. They create hubs around the world for digital nomads and remote workers.

To optimize communications with clients, we have developed a chatbot for their clients.

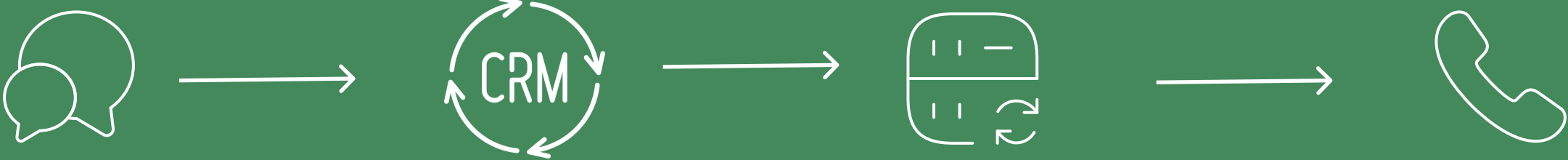
This lead to the leads amount growth and shift in a sales approach.



PRINCIPLE OF OPERATION



Seamless integration for an exceptional user journey: In-chat introduction with Telegram bot and CRM integrations that guide the client to an introductory call with a manager. Notifications, availability checks, and many other features are also running behind the scenes.

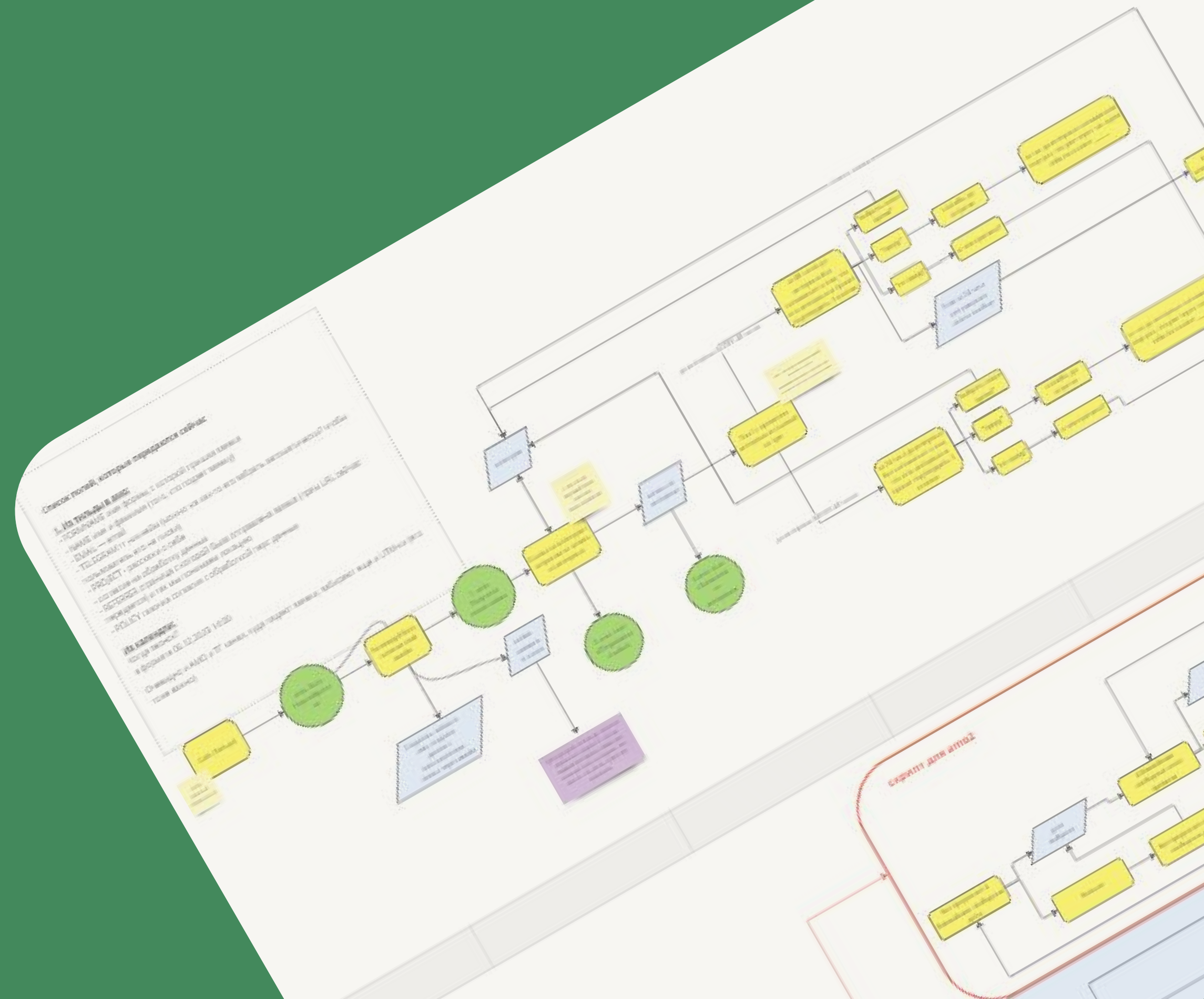


Chatbot

Client's CRM

Calendly

Sales call



CHAT-BOT FOR A TRAVEL COMPANY

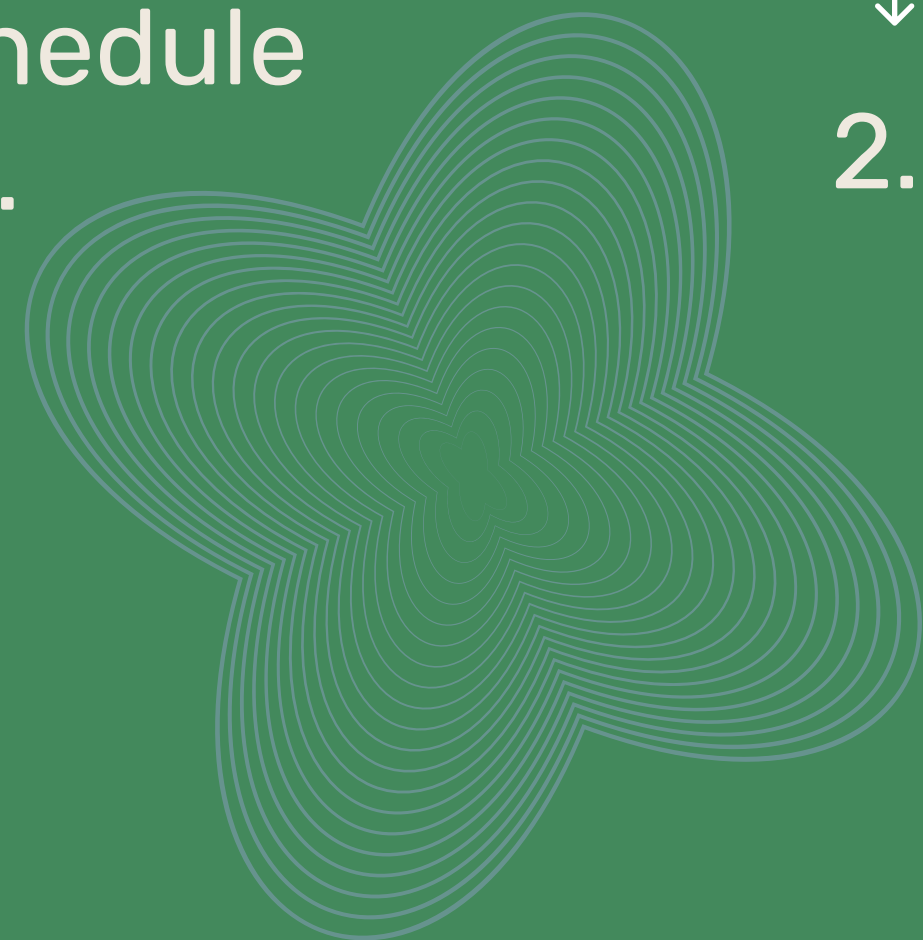
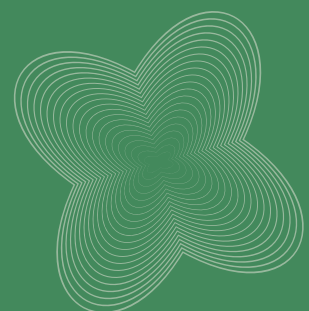
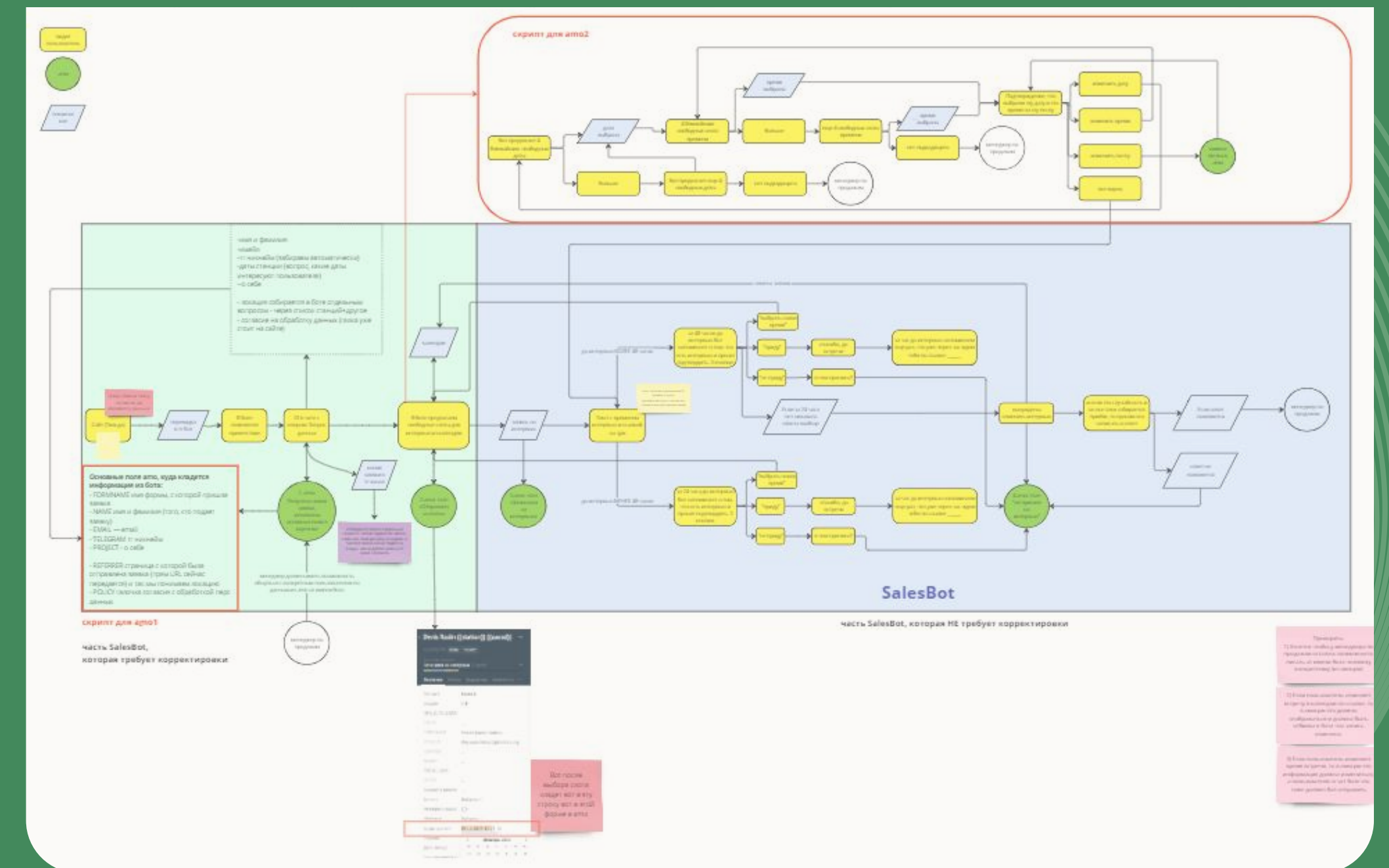
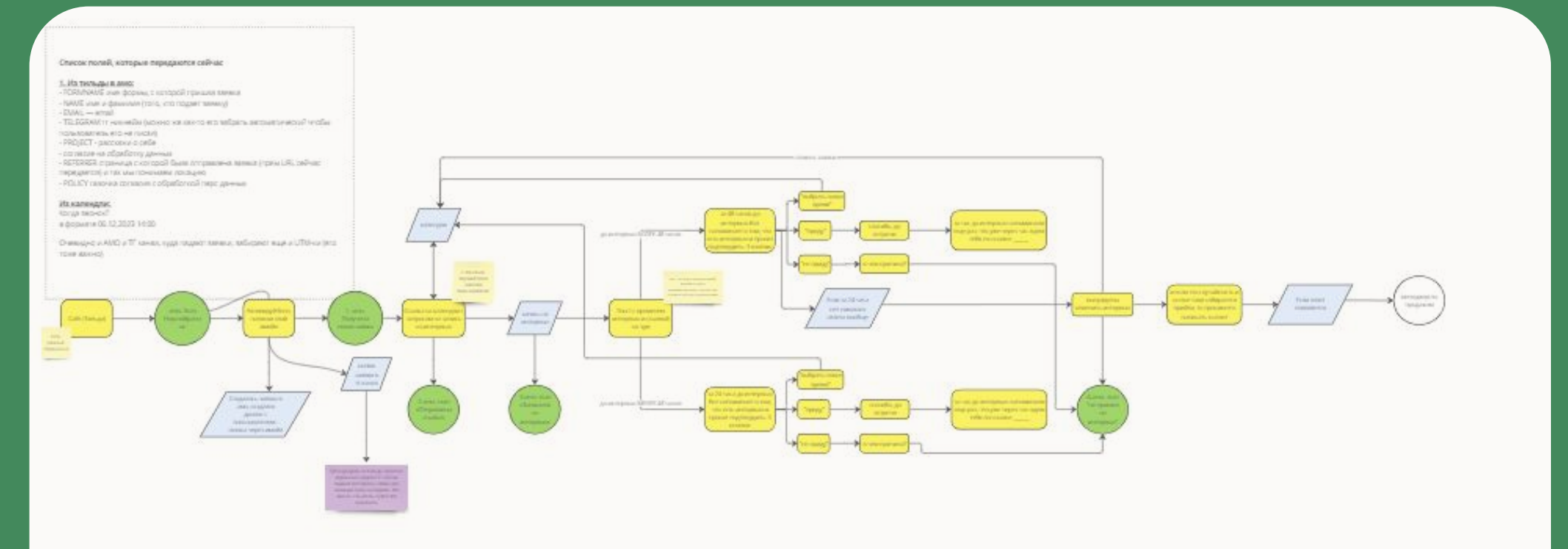


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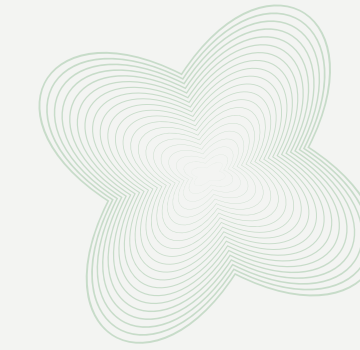
CRM, Website, Telegram API, and Calendly integrations work together with Make.com automations. We mapped every step of the old user journey, and our developers then integrated and connected the chatbot with the company's website. We also developed several new custom features, including the ability to choose the date and time for calls and the option to reschedule them directly from the chatbot.

1.0

2.0



READY TO TAKE YOUR DIGITAL STRATEGY TO THE NEXT LEVEL? OUR FOUNDERS ARE HERE TO HELP YOU NAVIGATE THE COMPLEXITIES OF TECH AND MARKETING



Meet your business needs with a technical perspective on your digital presence. Pavel simplifies complex tech solutions to suit your business requirements.

Explore new horizons in marketing, sales, and strategy. Ana's expertise will guide you through optimizing your digital strategy for maximum impact.



BOOK

a tech consultation
with Pavel



BOOK

a marketing consultation
with Ana



LET'S CHAT