

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



AWARD WINNING TEAM



Parsley

BEST HR
CAMPAIGN

silver



**Educational game
for MCDONALDS**

BEST
INTRANET
INVOLVEMENT

gold



**Educational game
for MCDONALDS**

BEST
INTRANET
PROJECT

gold



**Video challenge
for HEINEKEN**

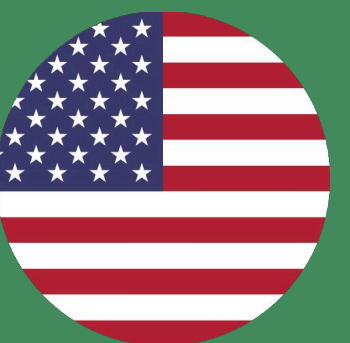
For a detailed view of these projects, please visit Behance profile [Game Chef McCombo](#), [Zero Zone Challenge](#)

OUR CASES



E-COM ECOSYSTEM & STRATEGY for SMARTTEDDY.STORE

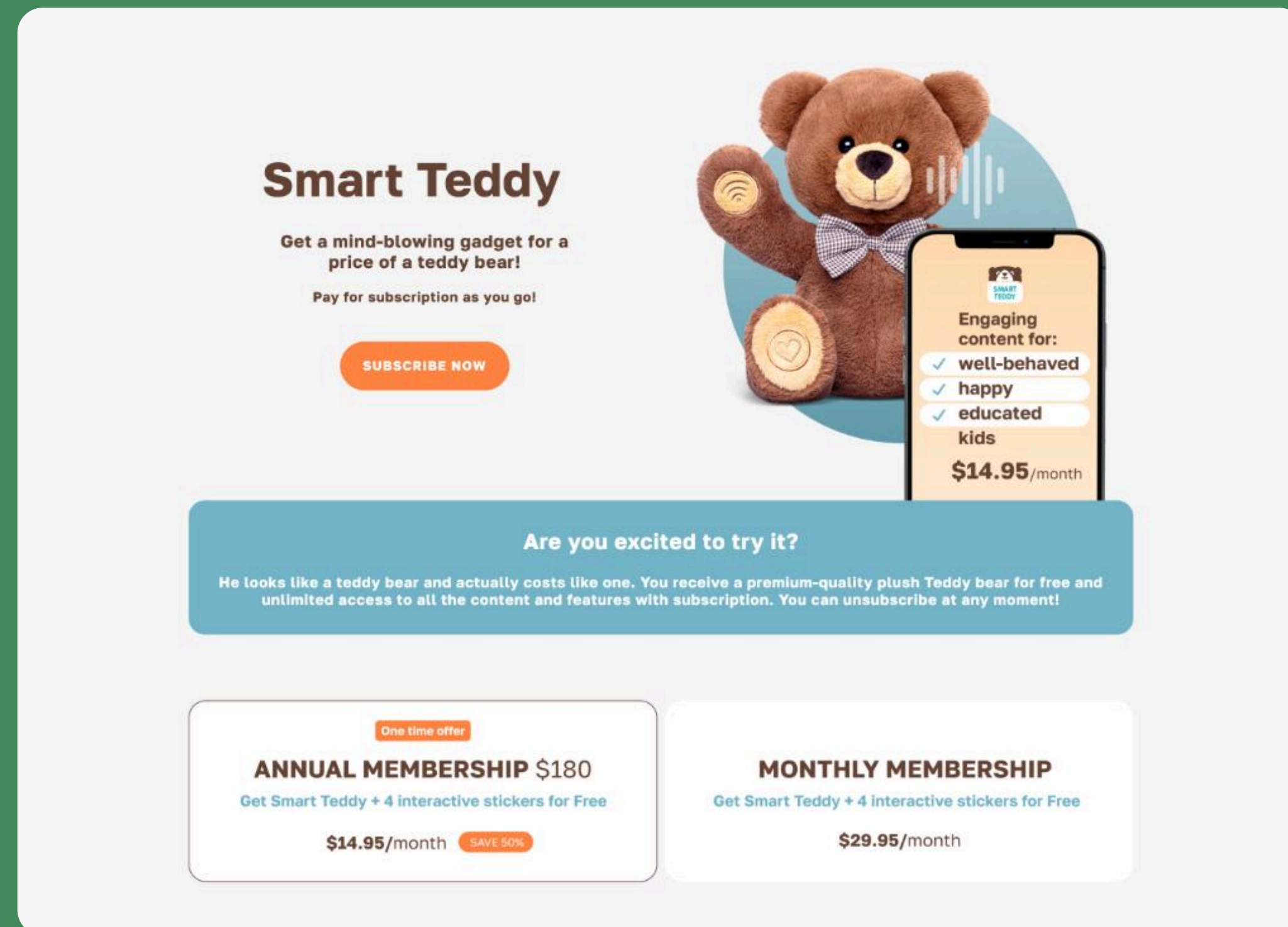
- Own web-site development (Direct to consumer sales) & sales models testing
- Amazon sales analysis and strategy development
- Leads generation campaigns & email marketing strategy
- Goole Ads / Pinterest ads launch



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

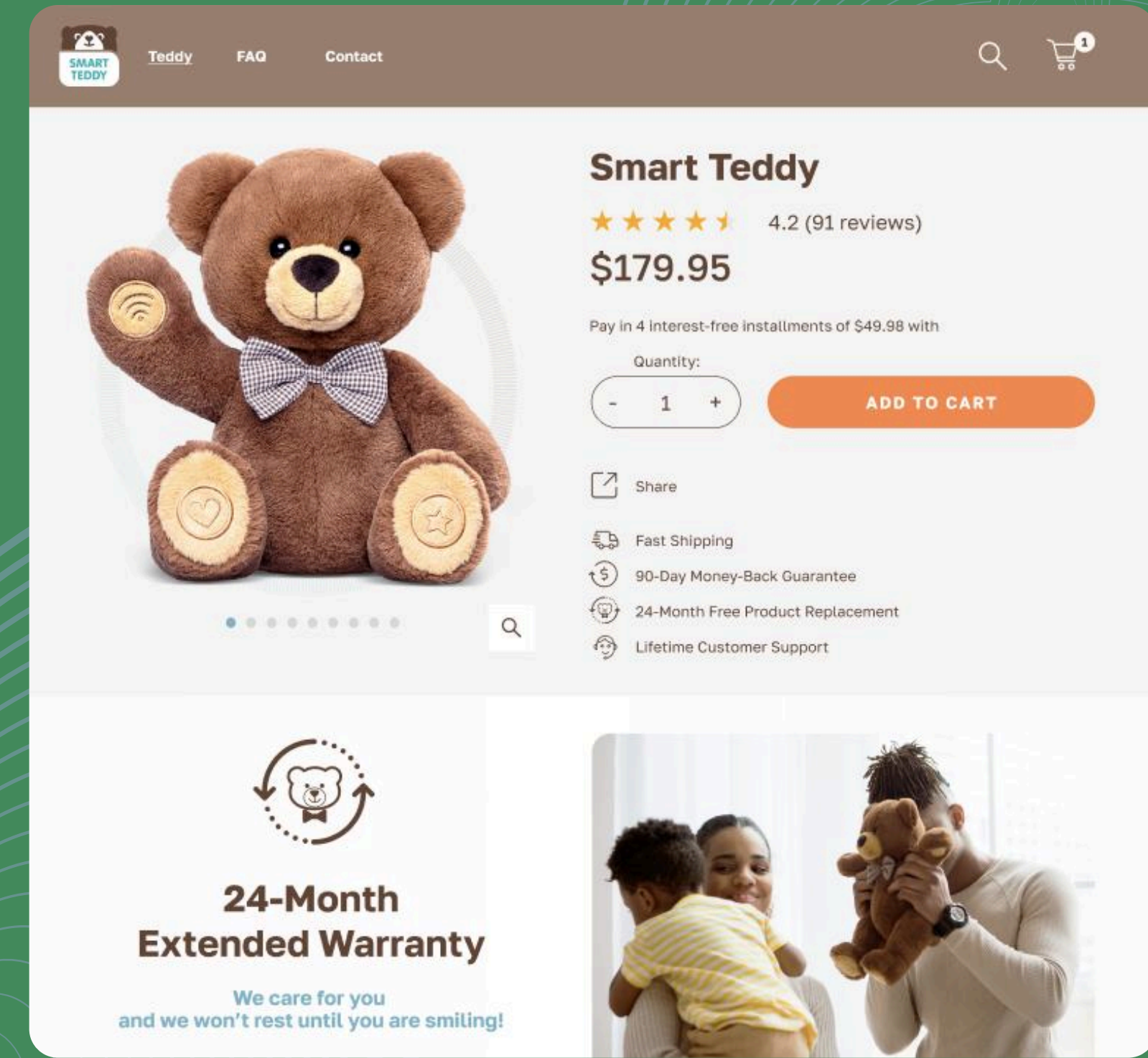
Get Smart Teddy + 4 interactive stickers for Free

\$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

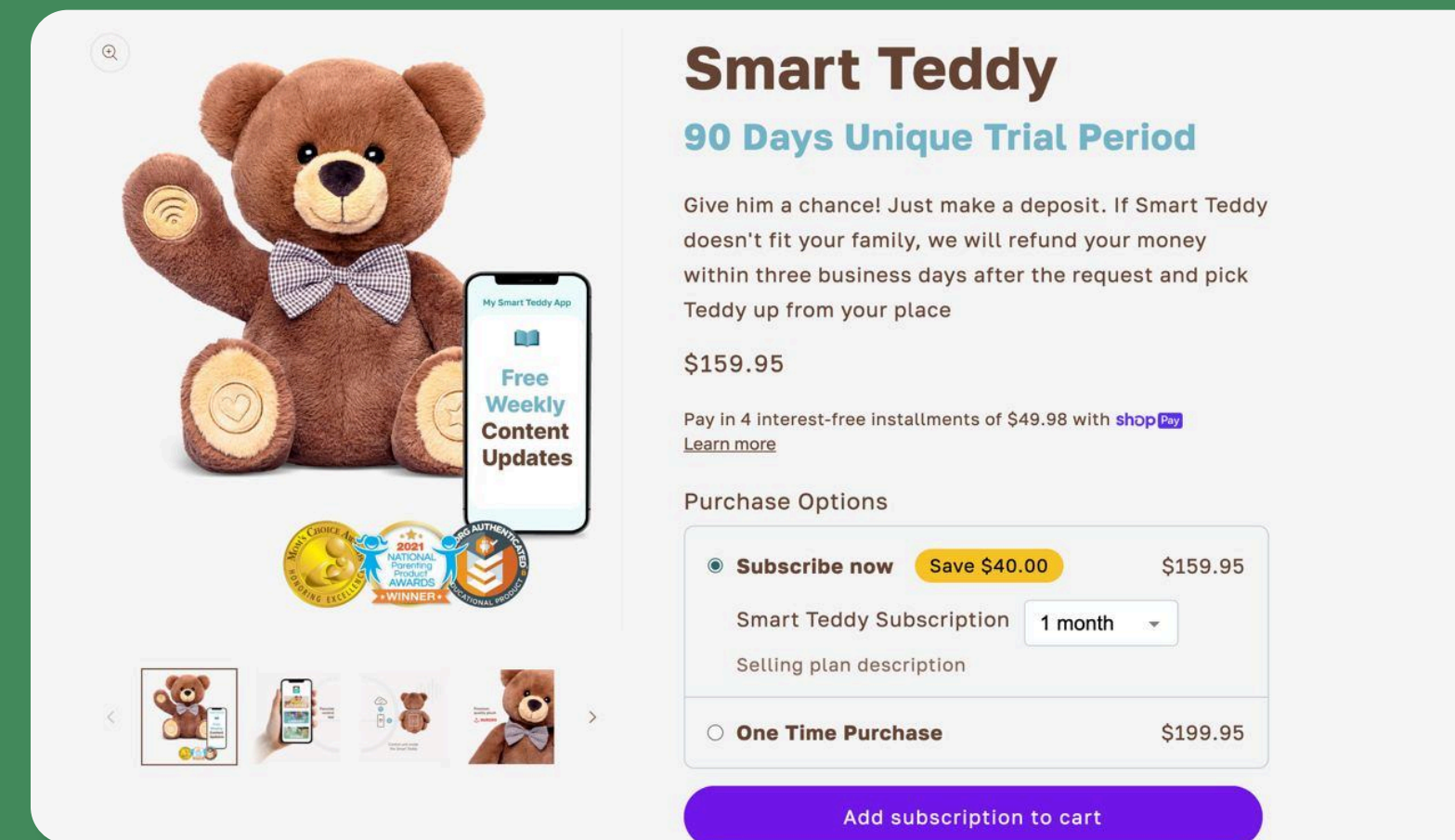
CUSTOMER RESEARCH



Parsley

Two types of research has been hold:

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



**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

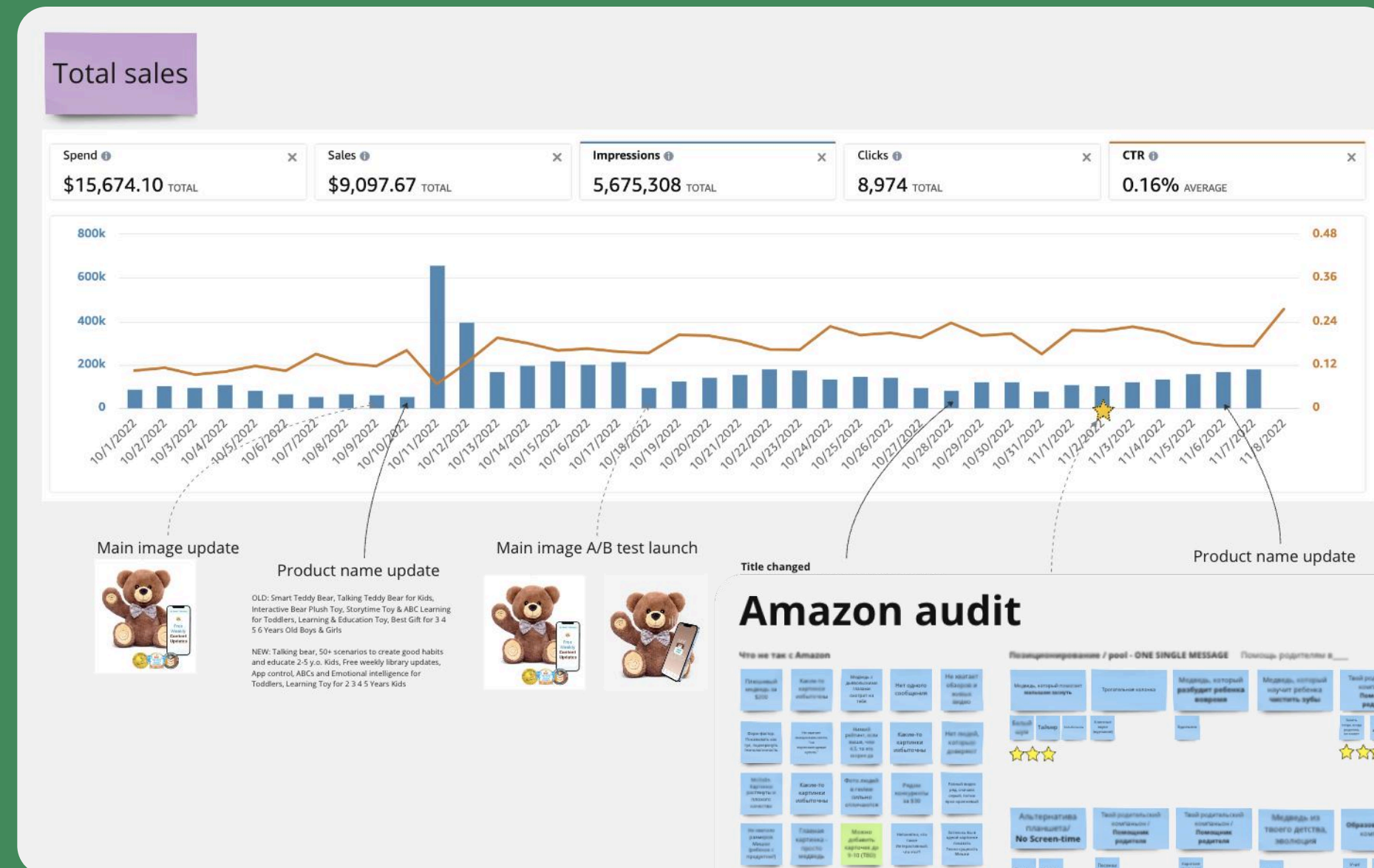
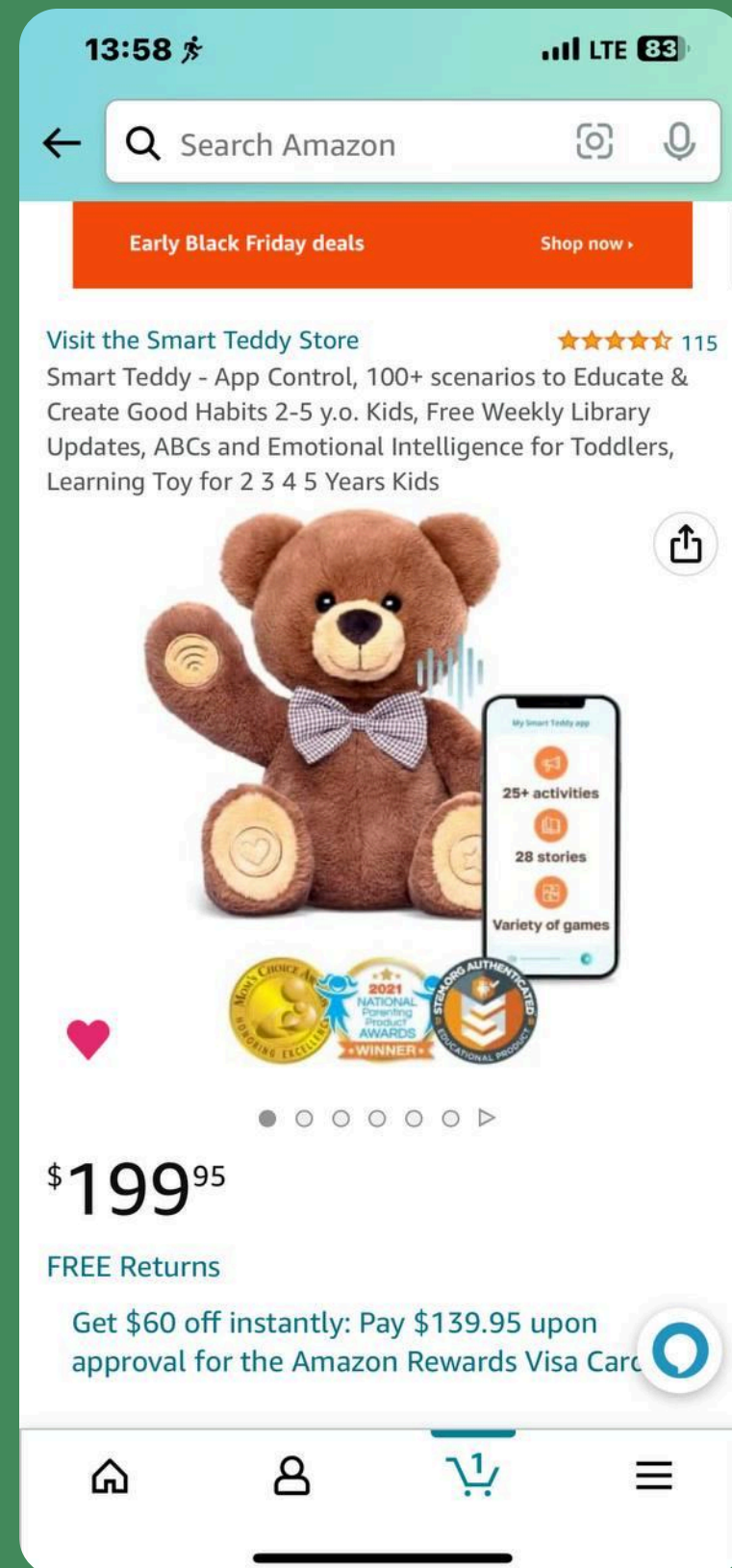


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Mobile first

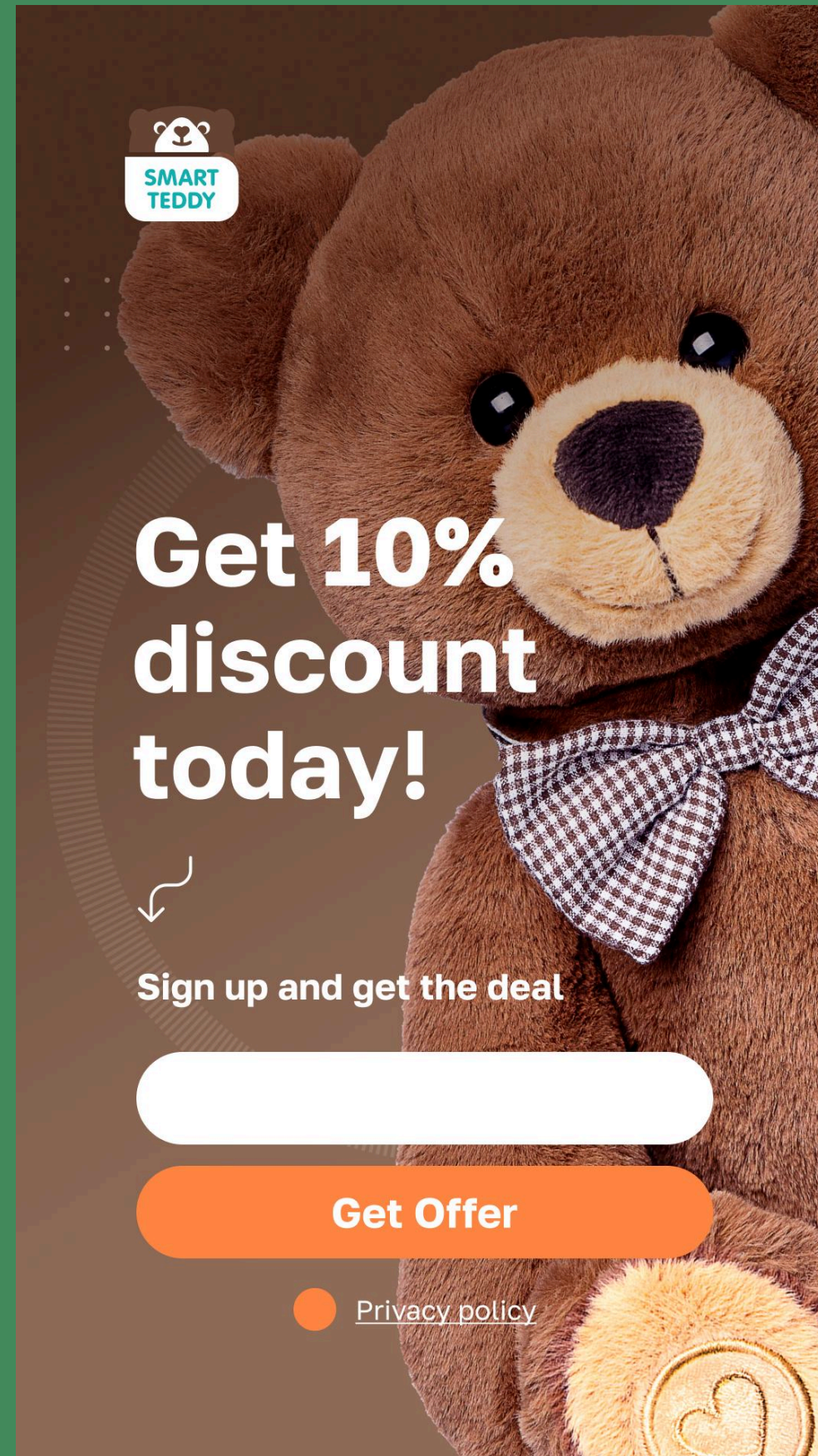
Comprehensive analytics

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

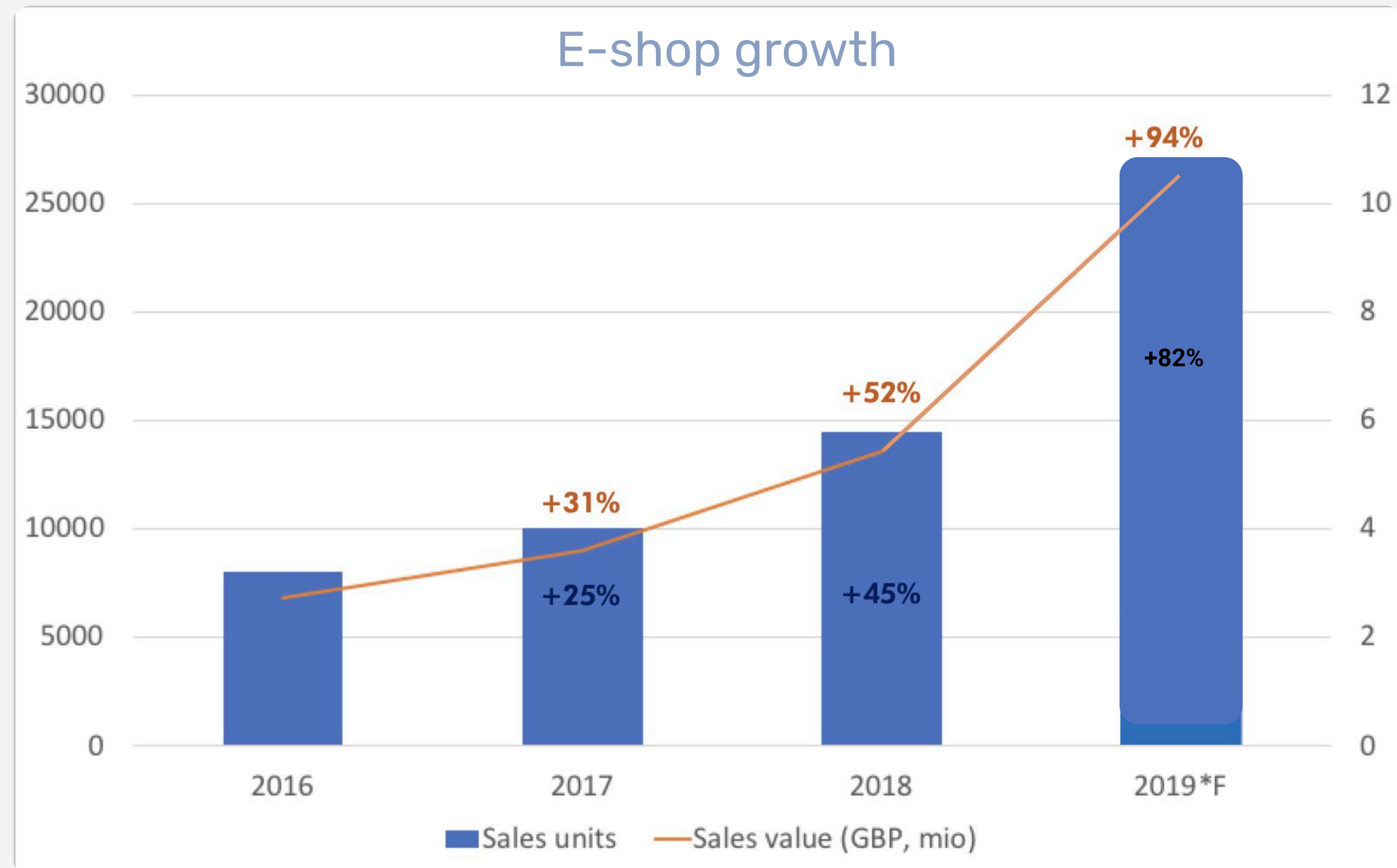
| | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov |
|---------|---------------------------|---------------------------|---------------------------------|---------------------------|---------------------------|---------------------------|---------------------------------|---------------------------------|
| 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

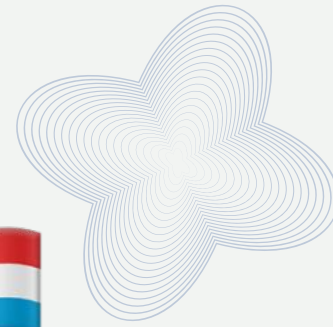
for **dyson**

- 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™ kabellose 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 den Sogdruck 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 990P 27 990P. Купить
- Выпрямители для волос. В два раза меньше поврежденный волос.*. Улучшенный способ укладки. Без провода. от 39 990P. Купить
- Очиститель воздуха Dyson HP08. Функция вентилятора. Функция обогревателя. Автоматическое очищение воздуха. 49 990P. Купить

Смотреть всю коллекцию

Обратитесь к нам за помощью или консультацией

- 8 800 100 100 2. Пн - Вс: с 9.00 до 21.00
- Заказать консультацию
- Физические магазины
- VK
- Instagram
- Facebook

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:

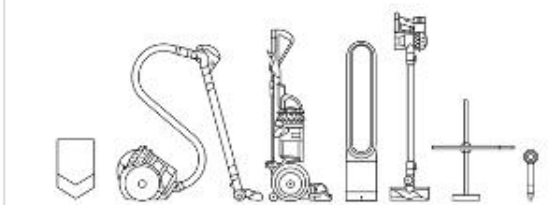
More flexible system, less customer complaints



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 заполнения короткой анкеты. Ваше мнение очень важно для нас.

Заполнить анкету



Web NPS launch

TELEGRAM MINI APP DEVELOPMENT



Parsley

Botanica.

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

Botanica.



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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



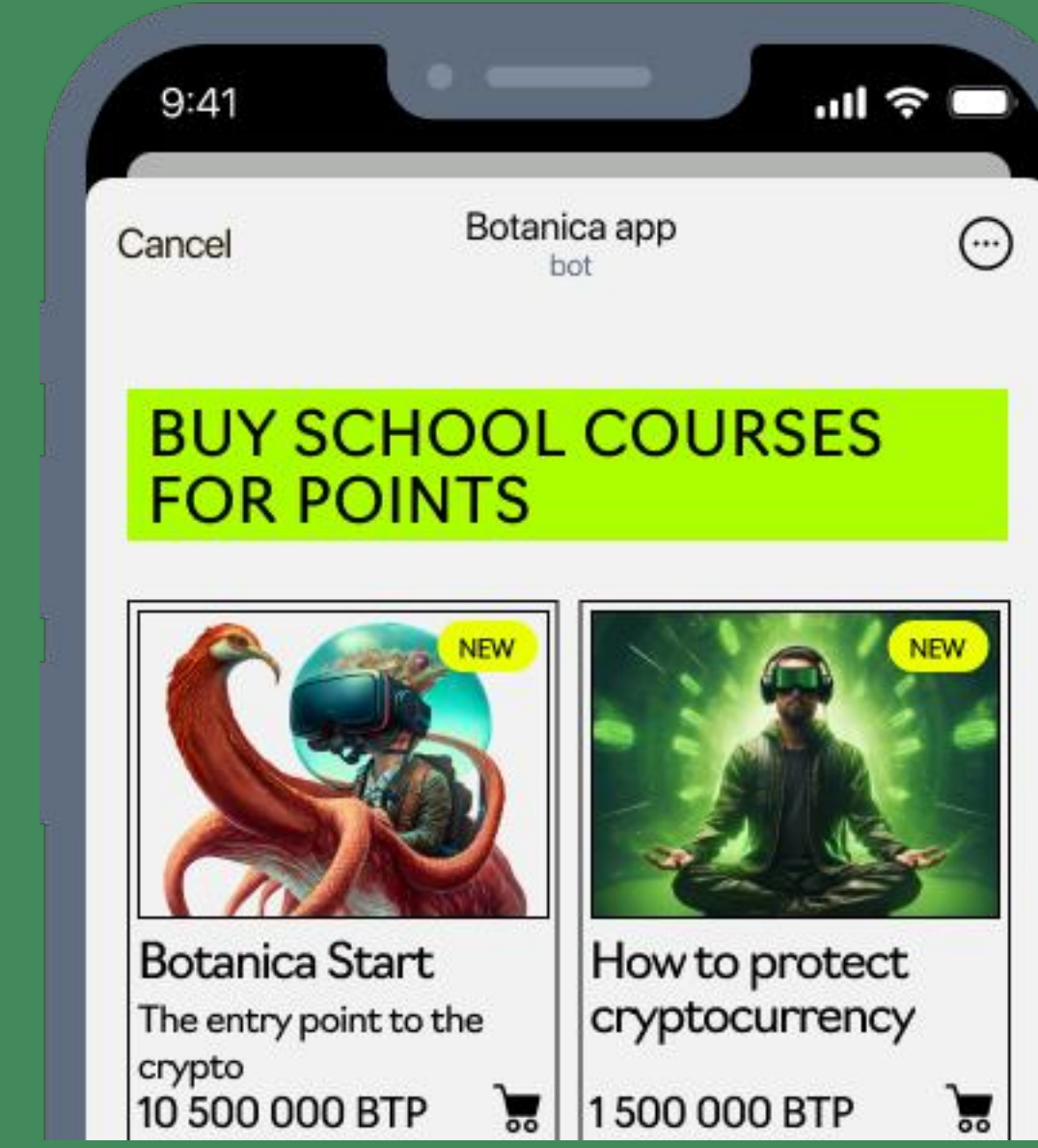
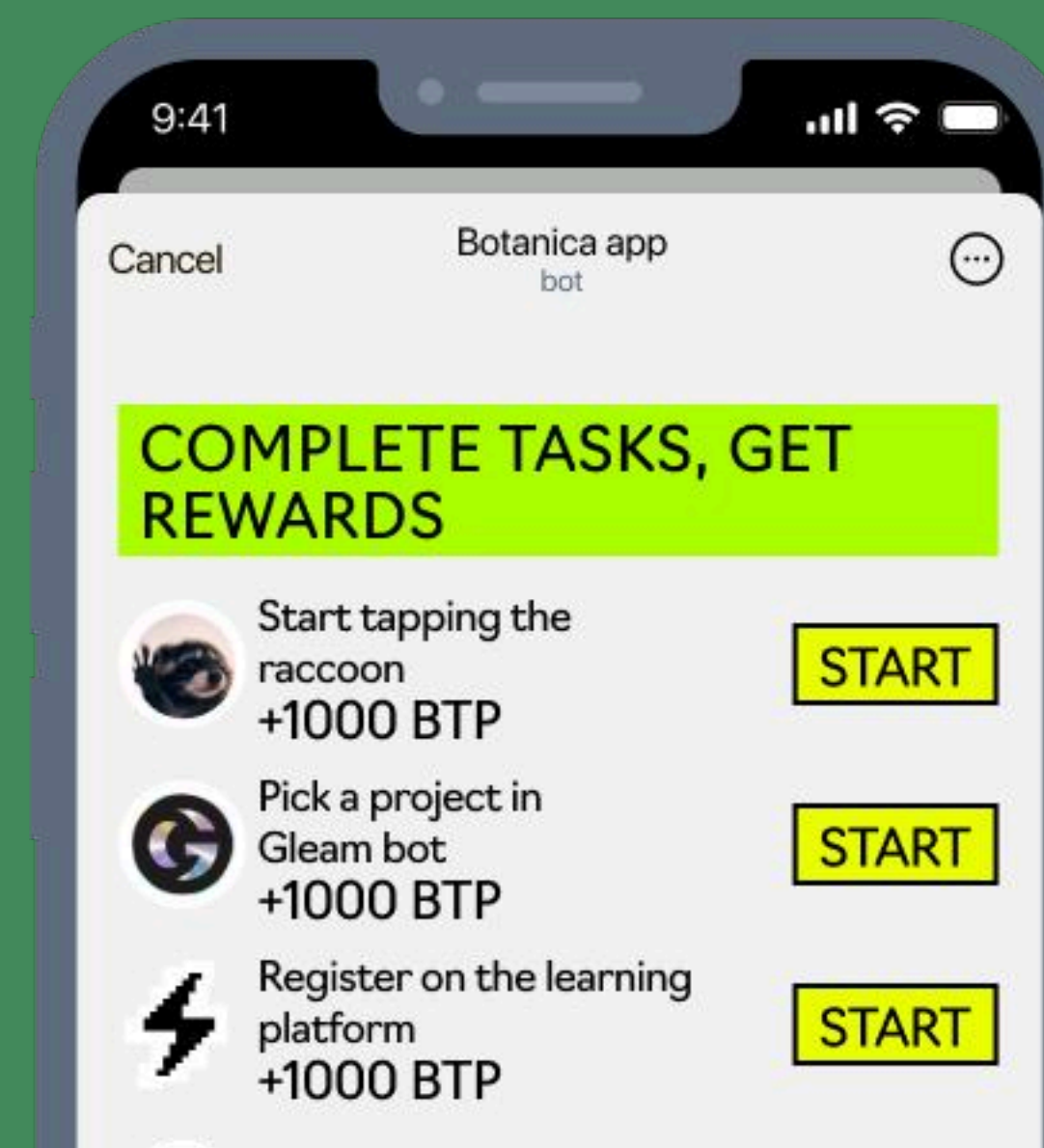
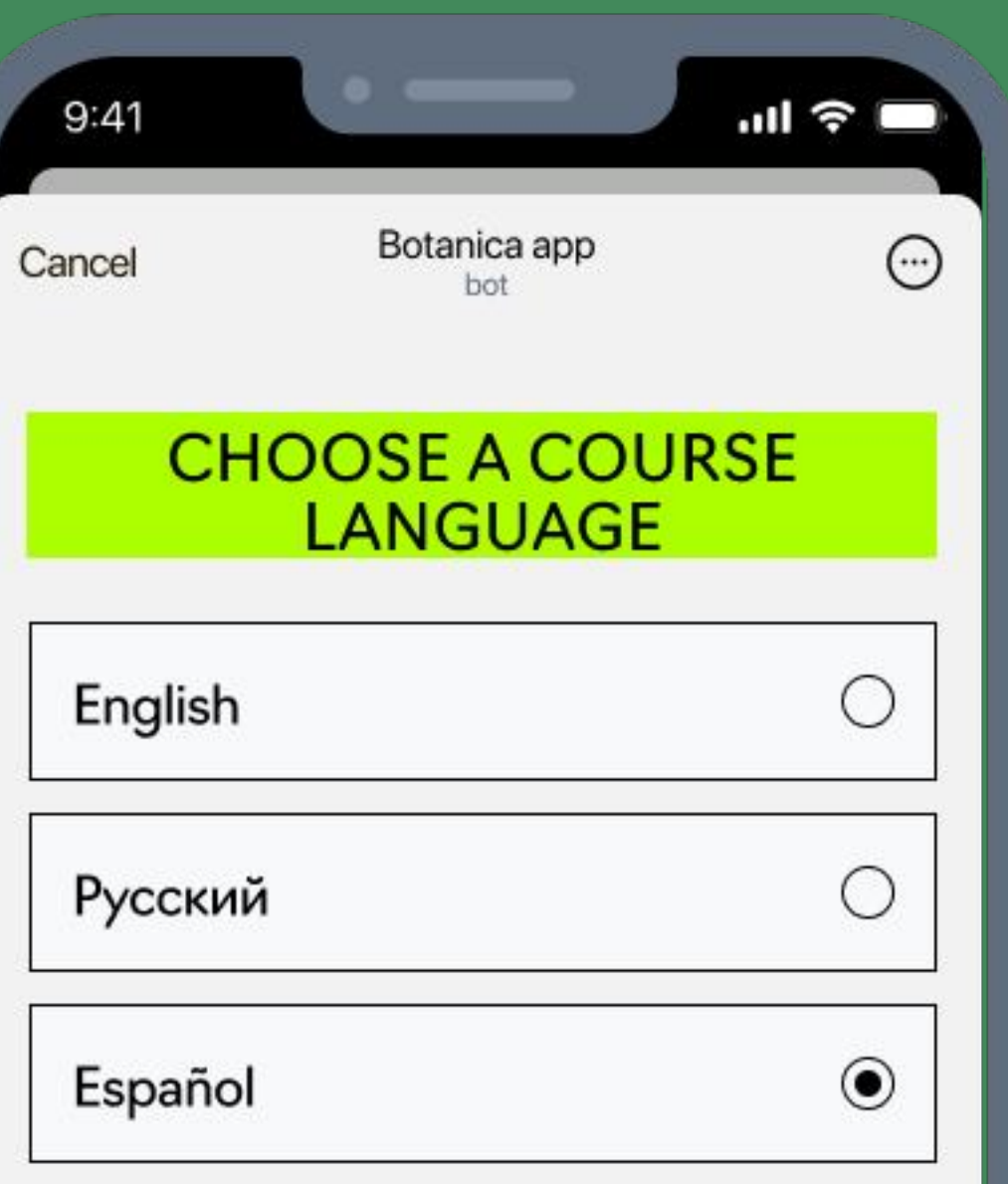
Microlearning: courses and
online events



Automatic interface localization
Course language selection



Sociability and gamification:
tasks, levels, leaderboard

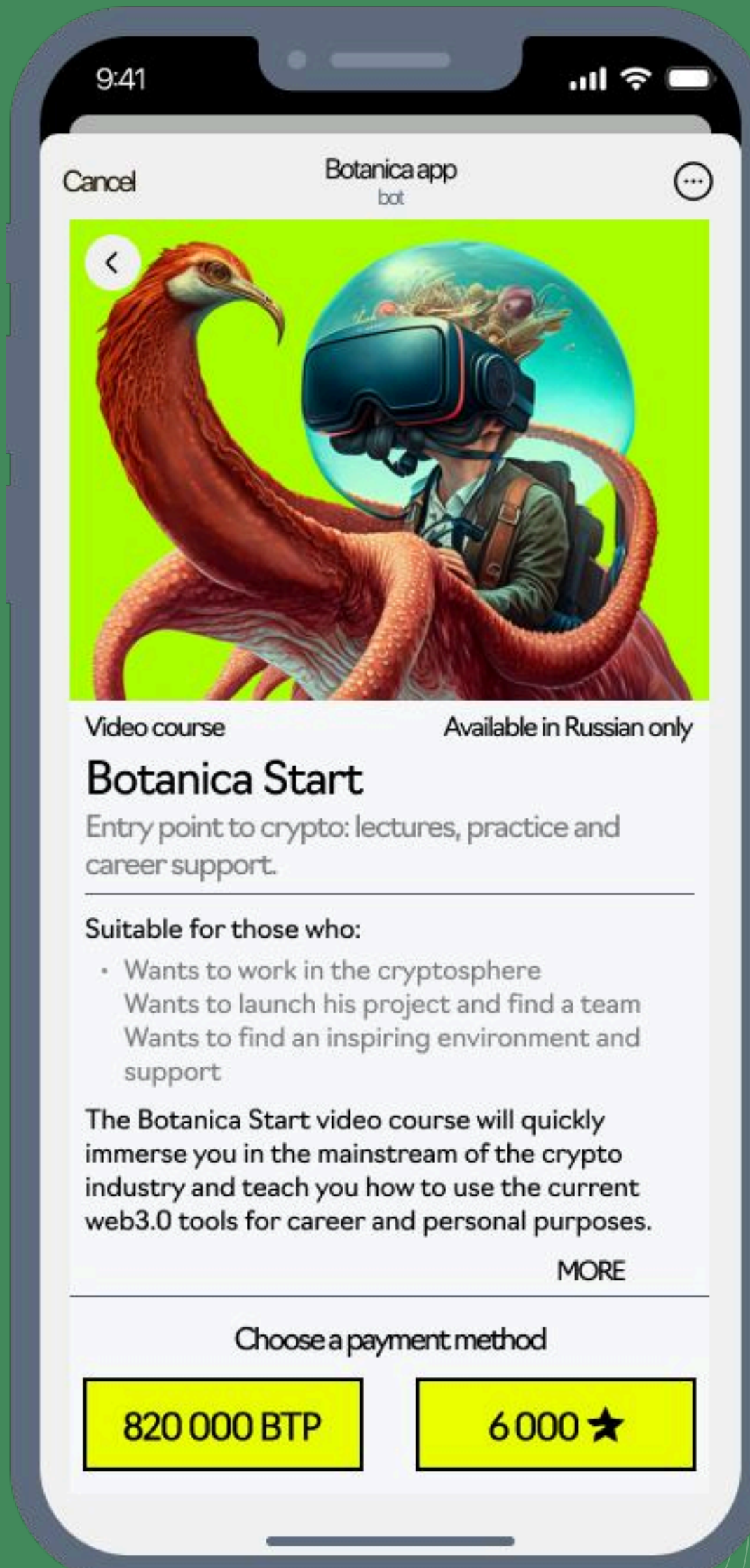
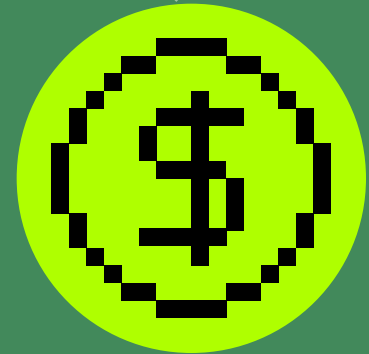


MONETIZATION MECHANICS

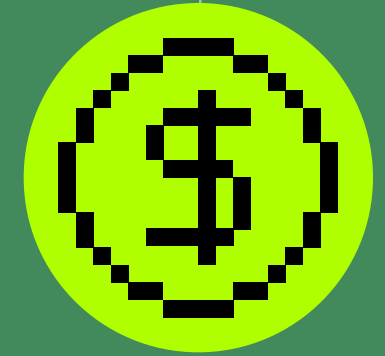
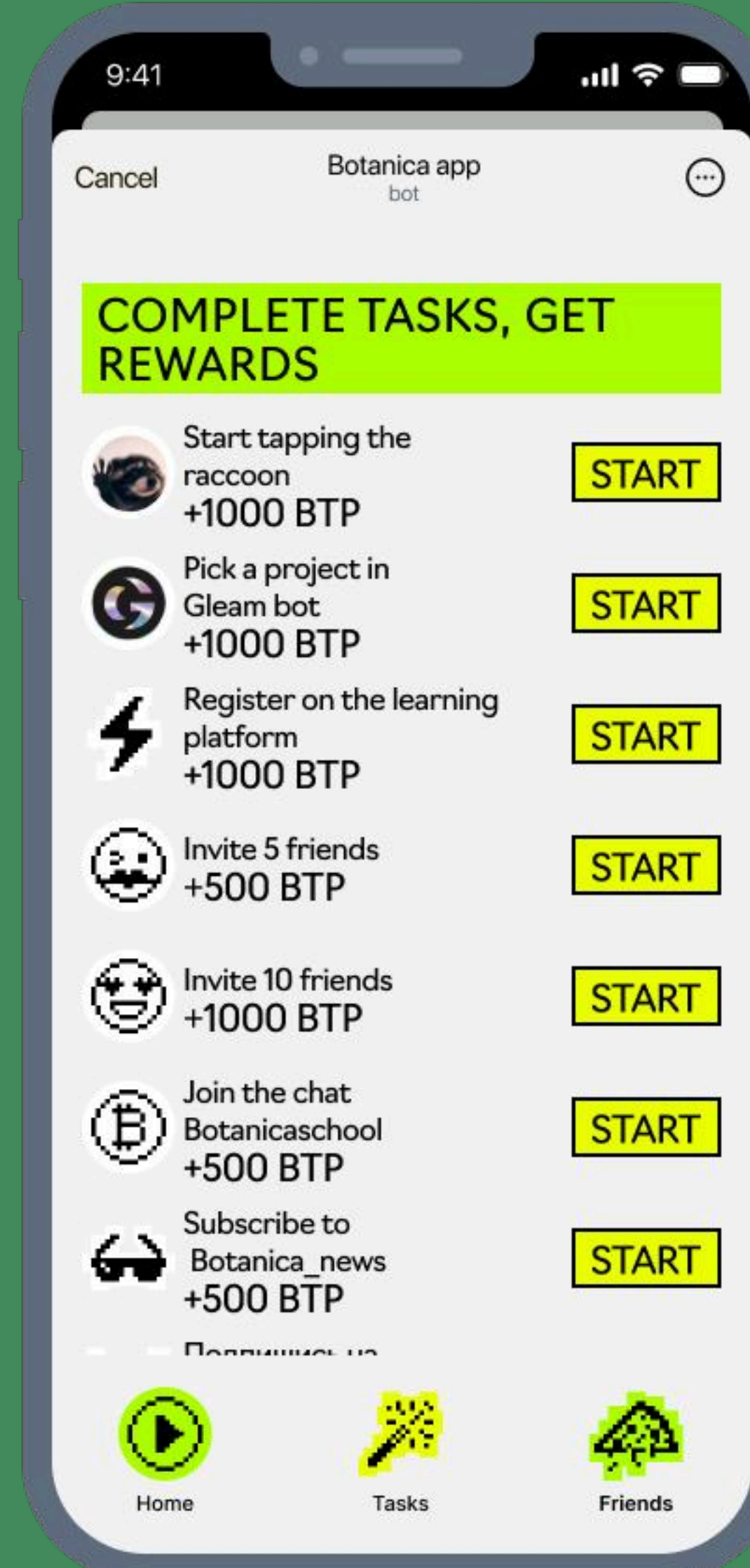
Botanica.



Parsley



Buying points for Telegram Stars



Traffic redirection



FIRST 3 MONTHS RESULTS

Botanica.



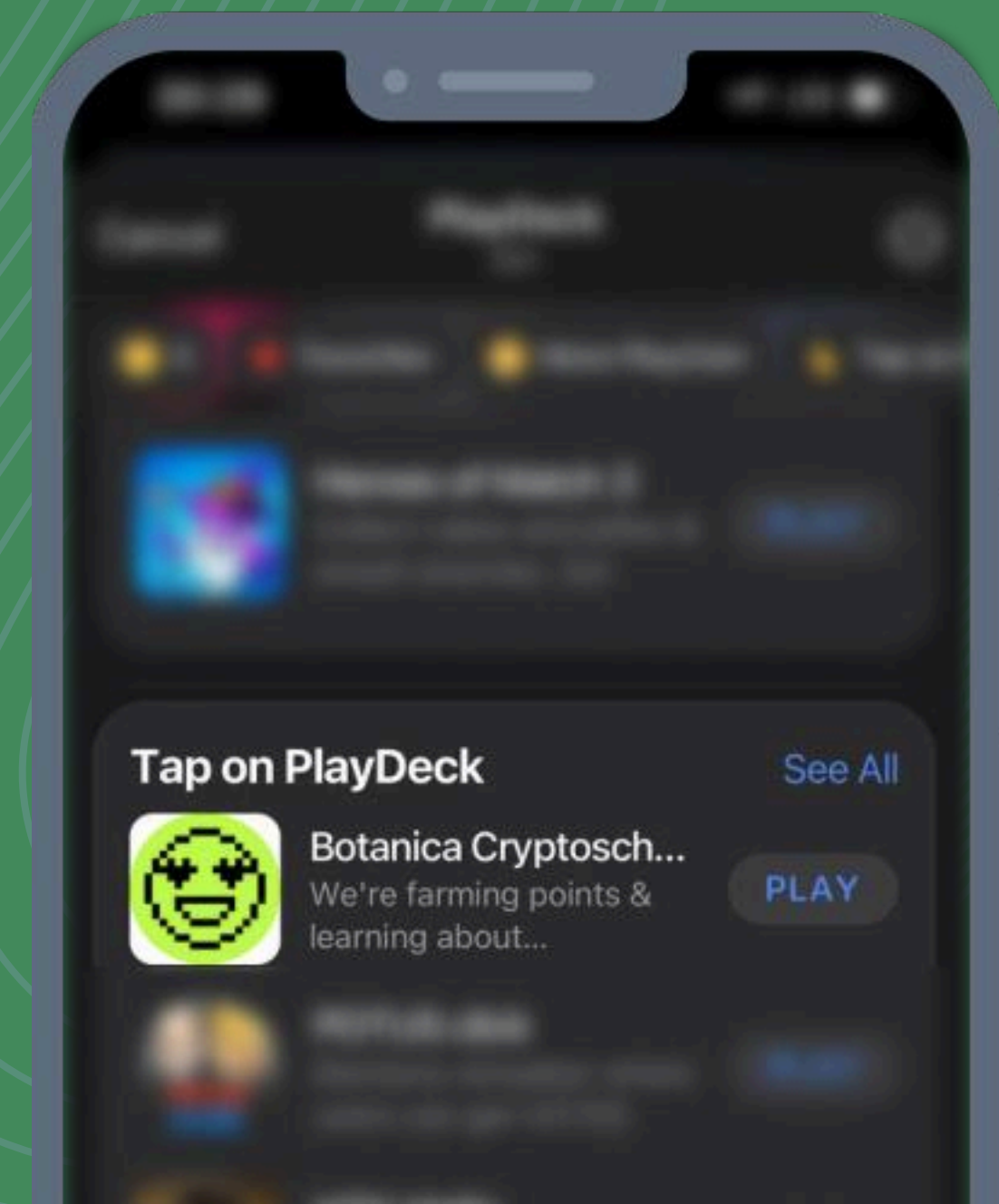
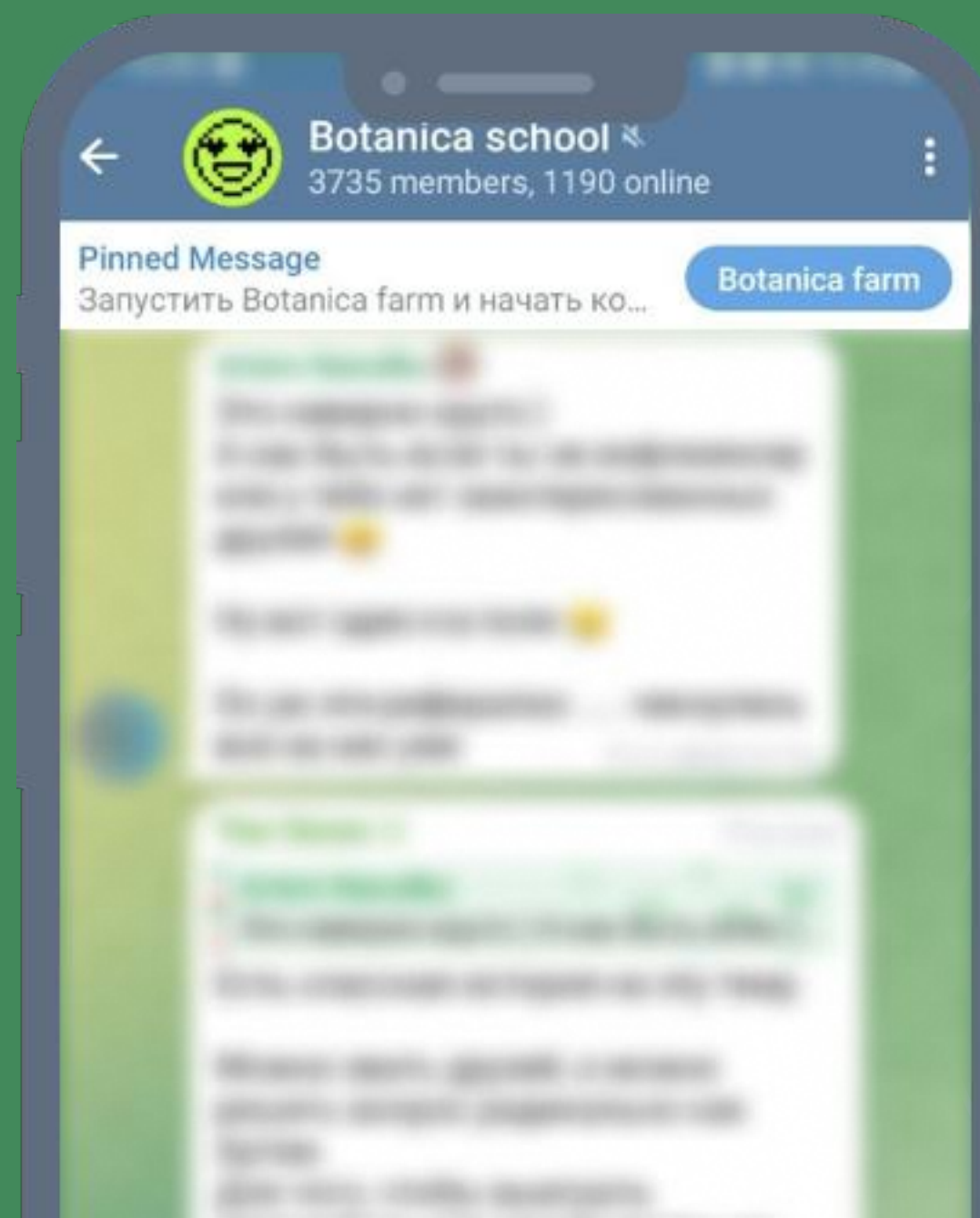
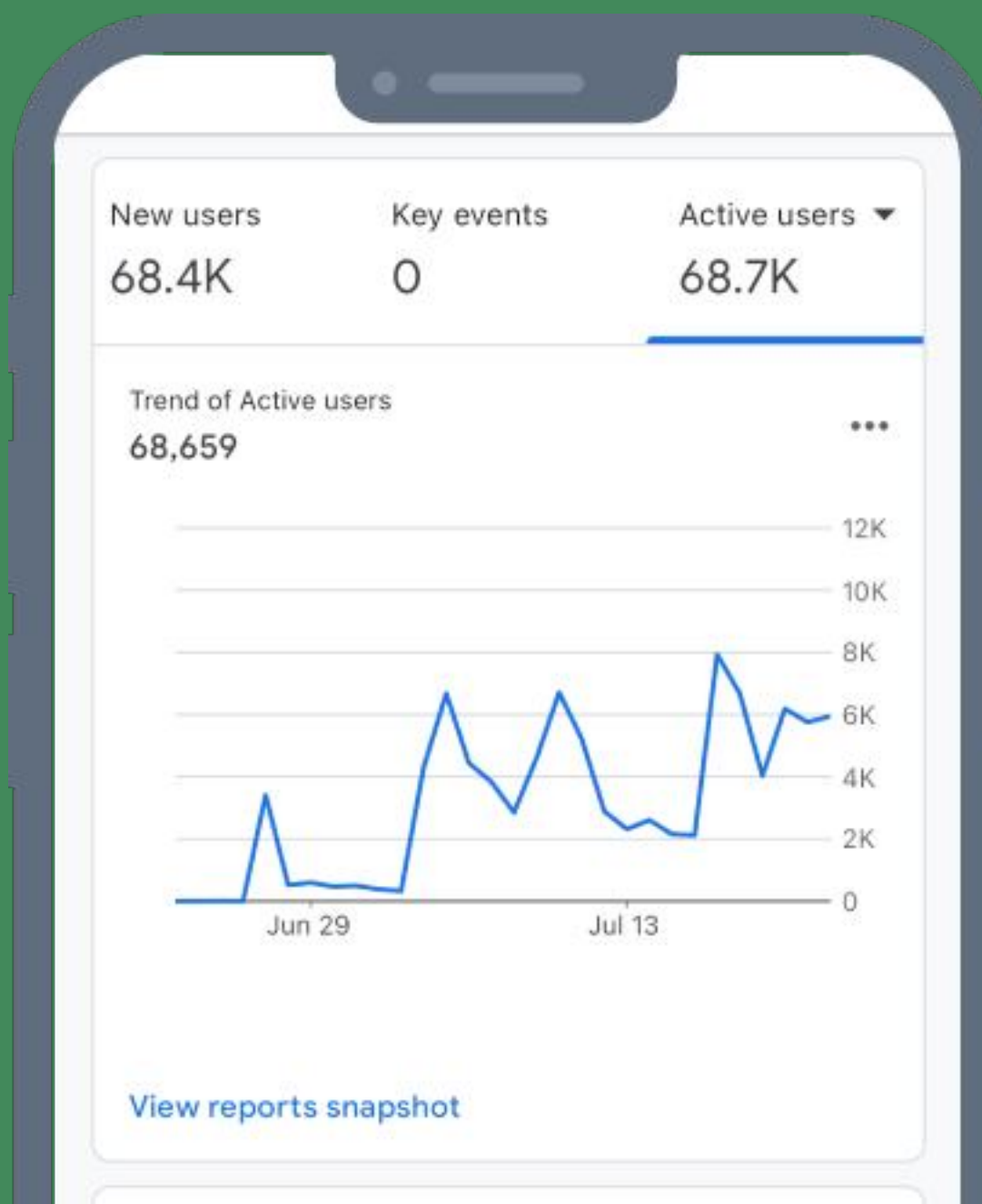
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Registration in learning management system > 6000

> 101 000 users

Telegram community growth > 374 %

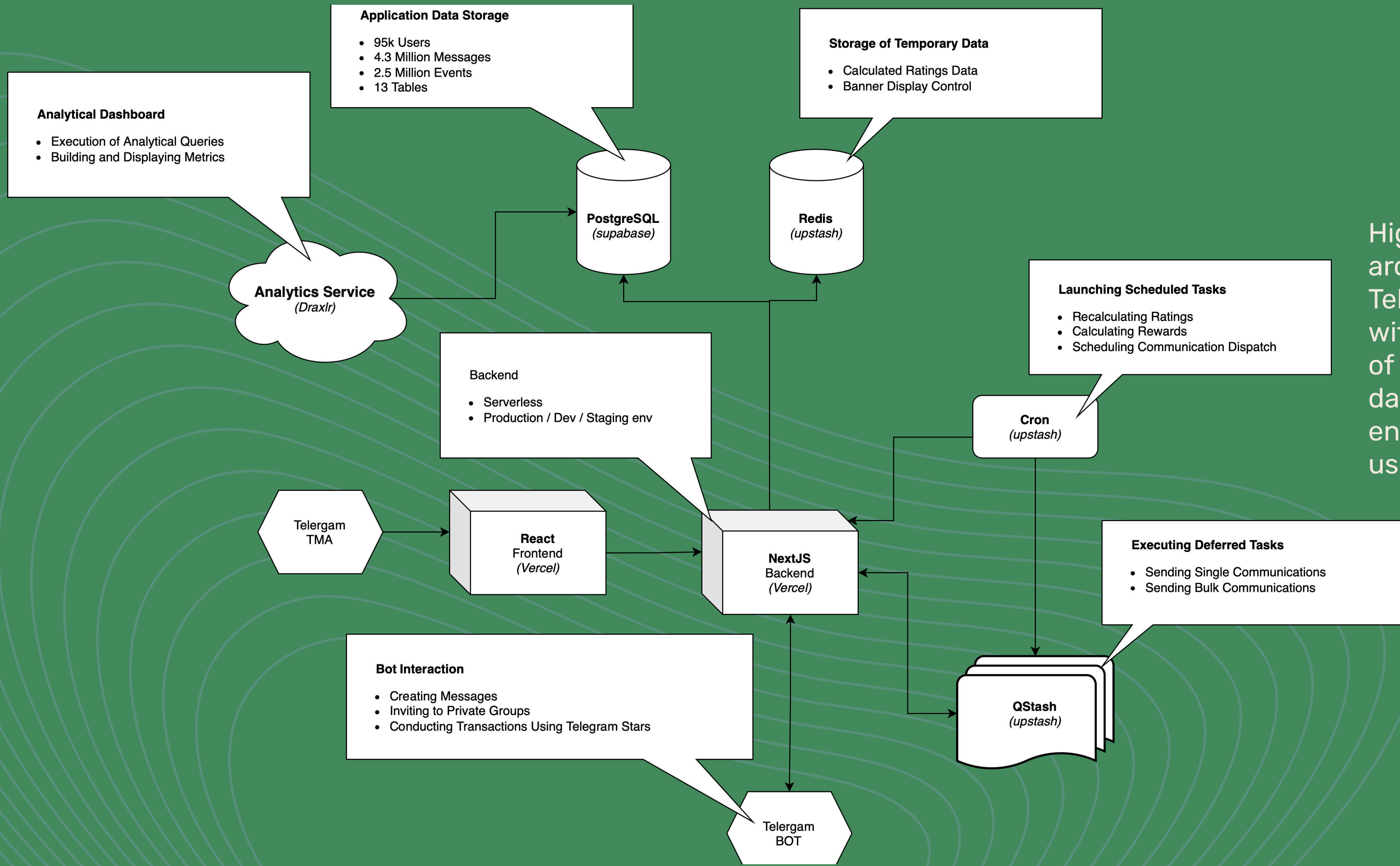
On top of PlayDeck Telegram mini app Store



APPLICATION ARCHITECTURE



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High-load and scalable architecture of the Telegram mini-application with seamless integration of backend, frontend, and database systems to ensure performance, and user engagement



COMPLETE BRAND DEVELOPMENT



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for



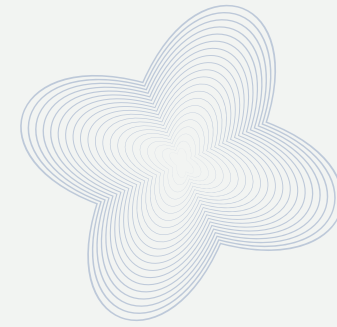
[Parsley.Digital](#) grows a budding Spanish jewelry brand—a rising star we've nurtured from the very beginning.

Watching it flourish day by day, we're proud to guide its journey of growth and success, crafting a story that inspires us every day

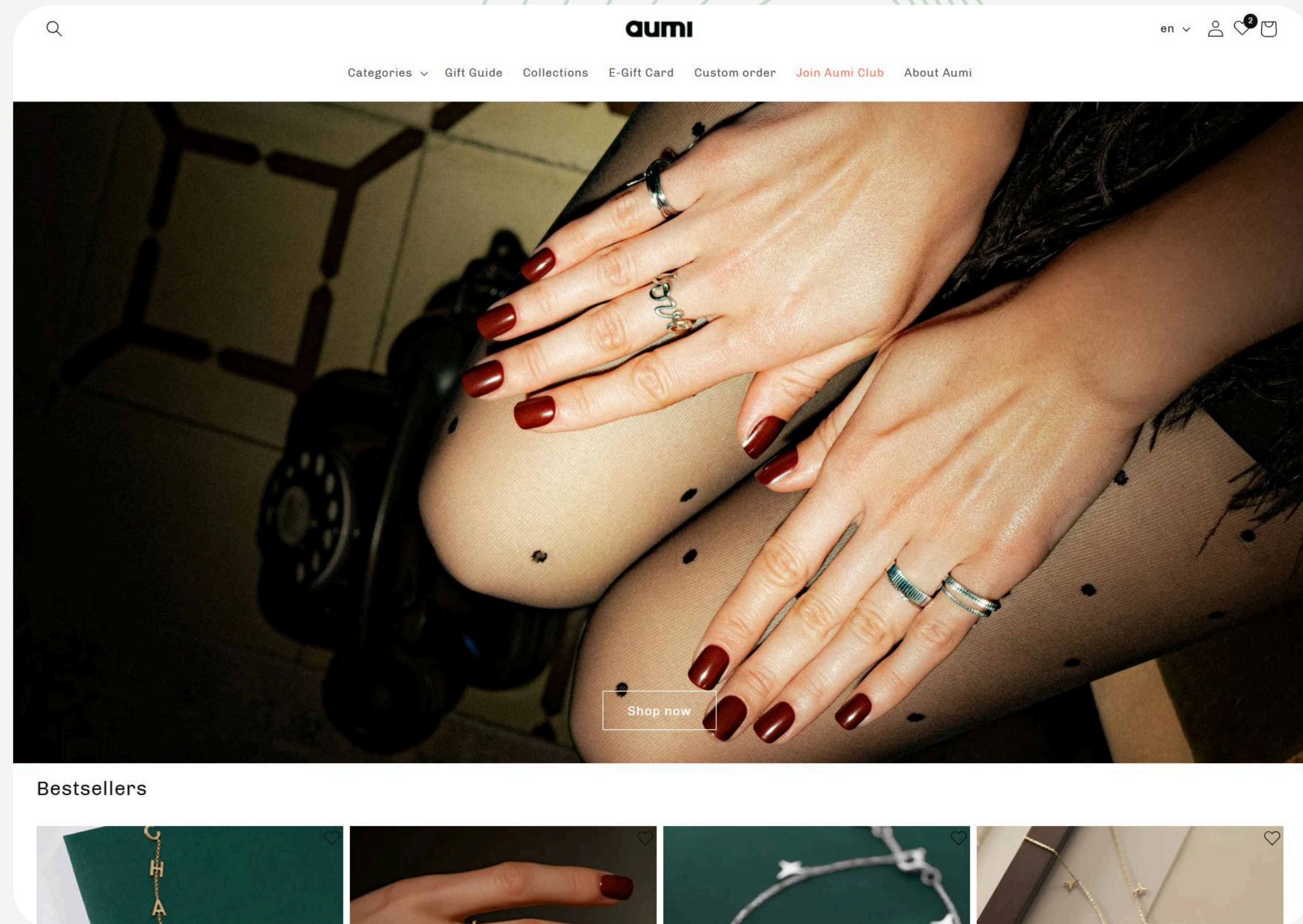


Jewelry for every moment

SITE OPTIMIZATION AND TECHNICAL PART



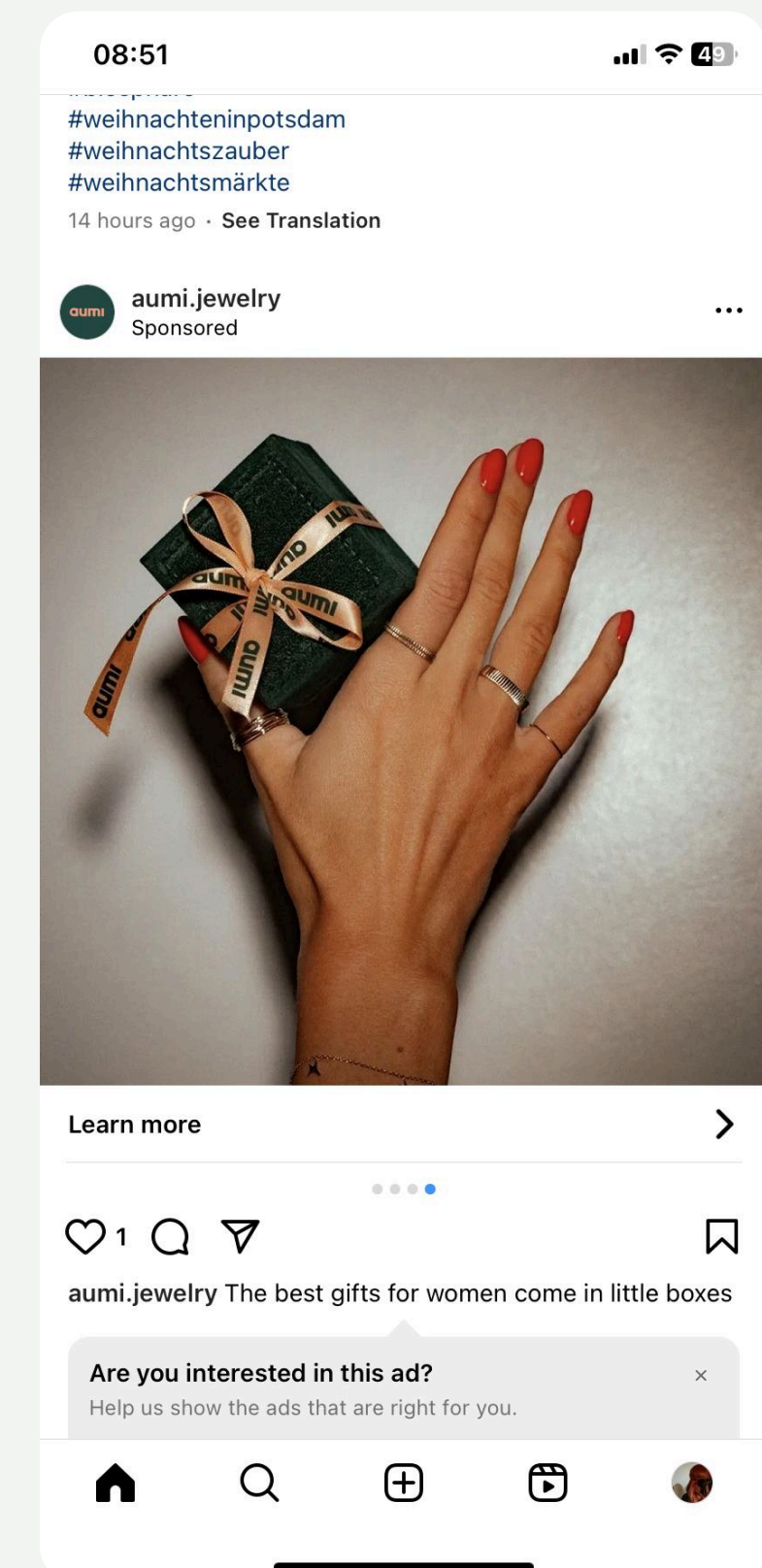
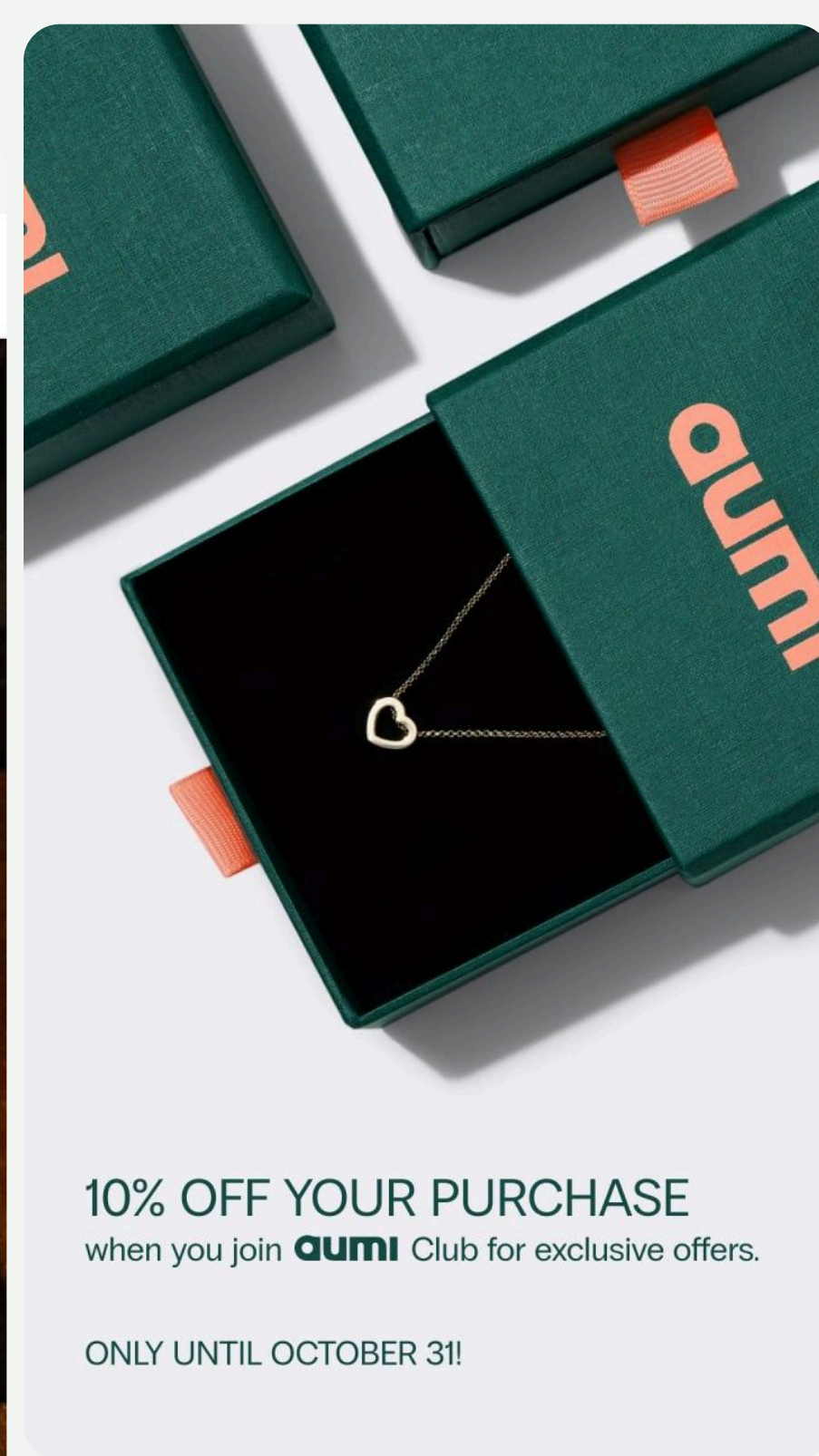
- UX/UI
- payments
- loyalty program
- wishlist
- pop-ups
- language localization
- mobile optimization
- performance optimization
- technical and content seo optimization
- and many more that boost onsite conversion



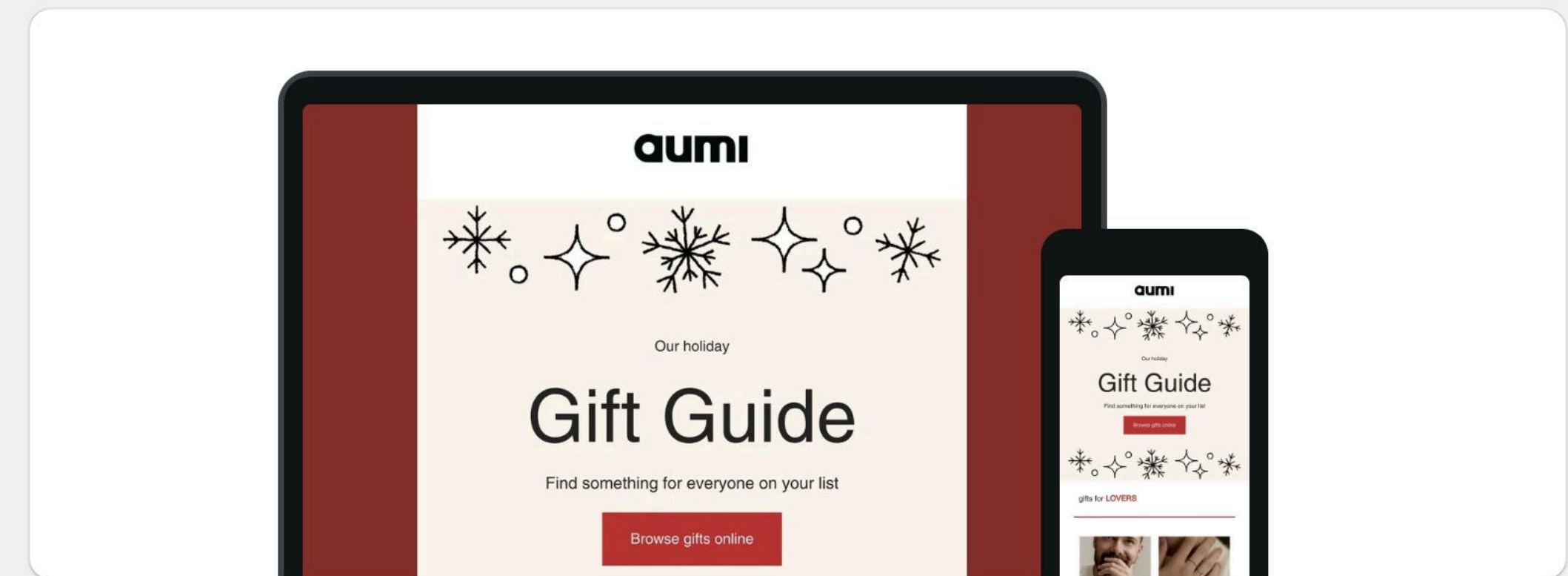
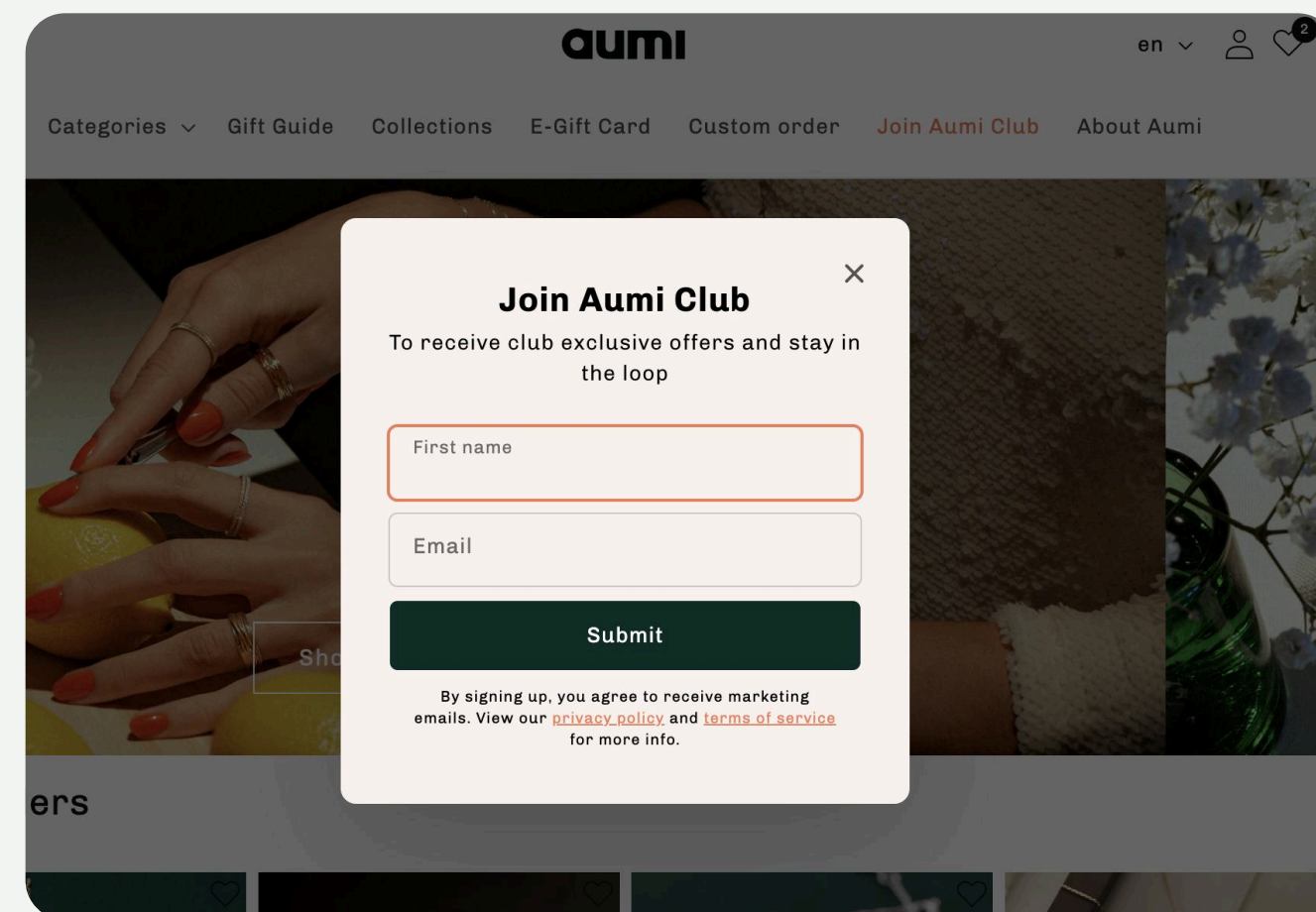
AUDIENCE OUTREACH



- subscriber activation
- calendar of events
- holiday and special offers
- automated EMAIL marketing



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Performance

Emails sent
105

Open rate
38% Good

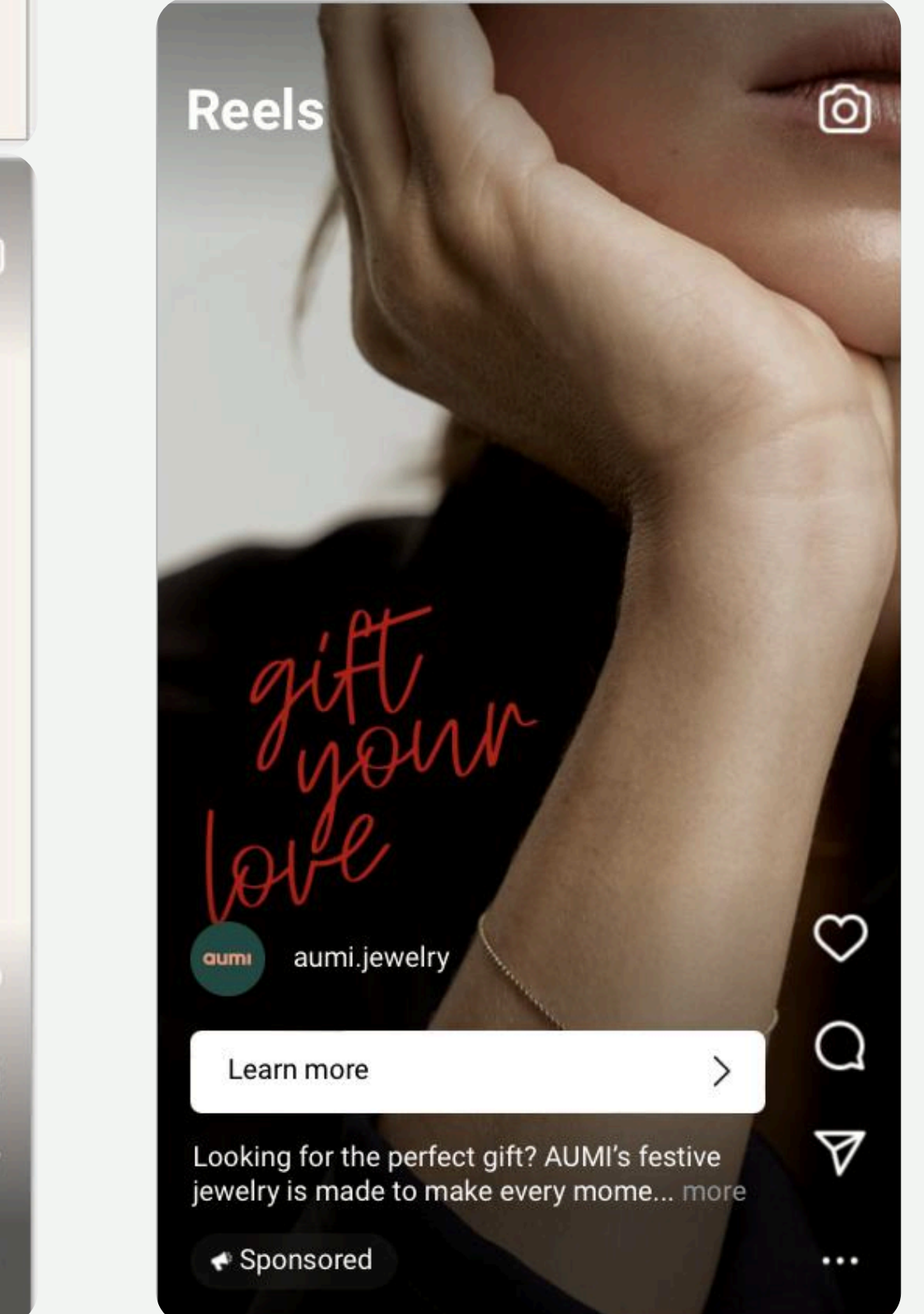
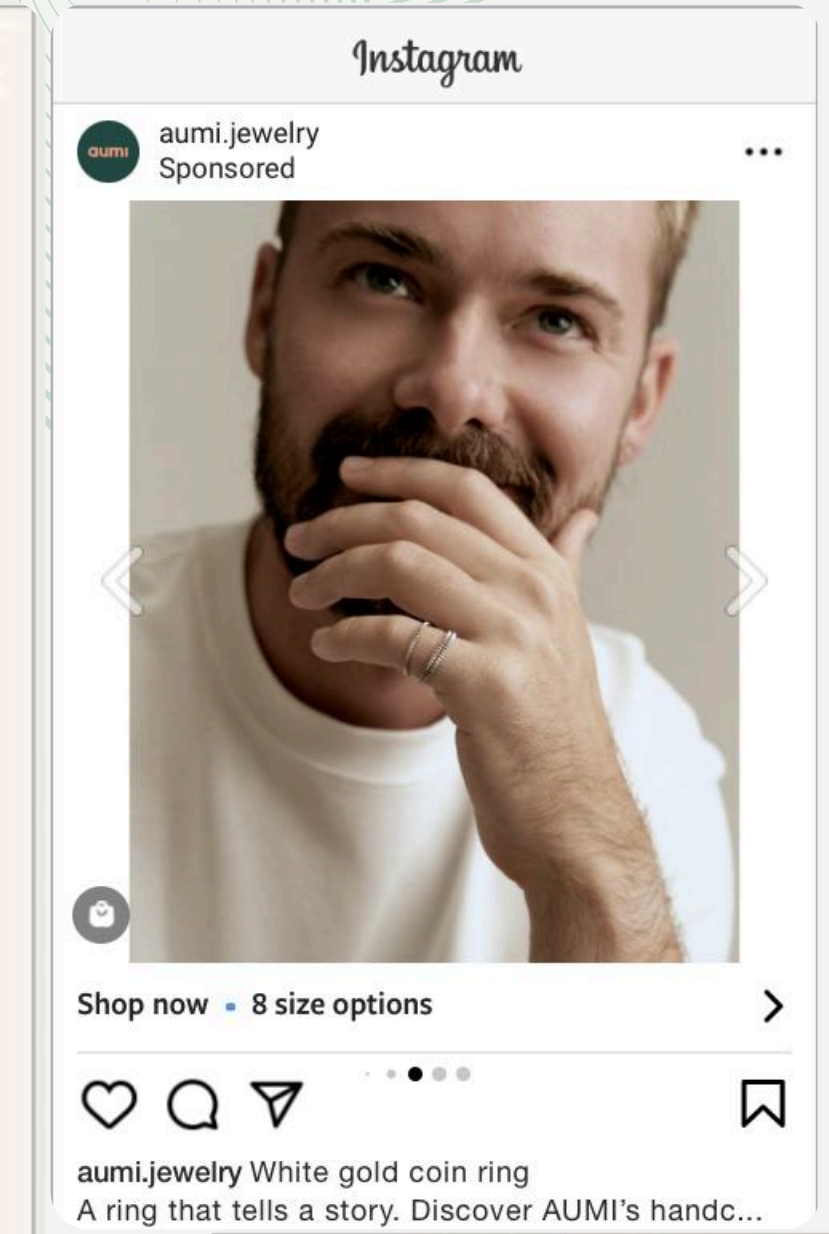
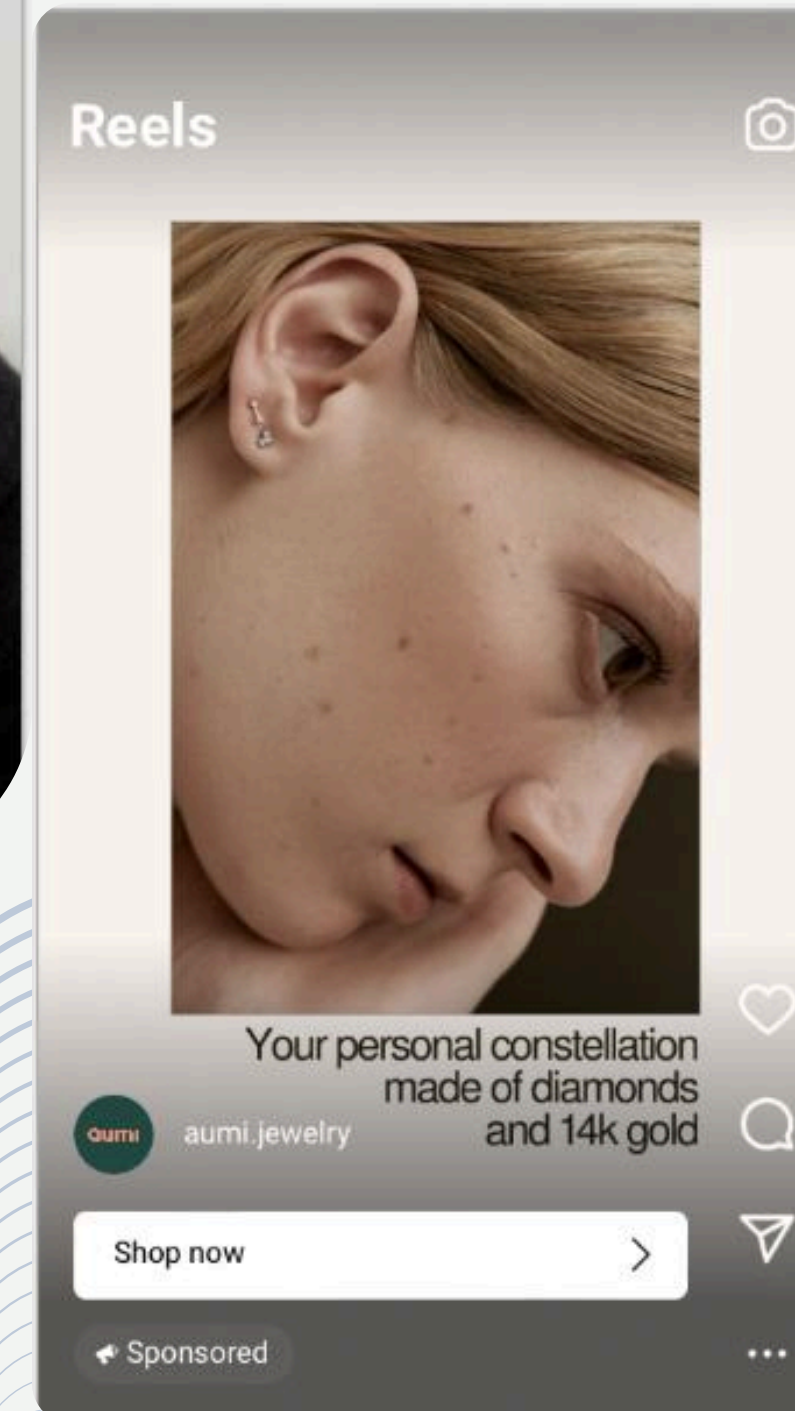
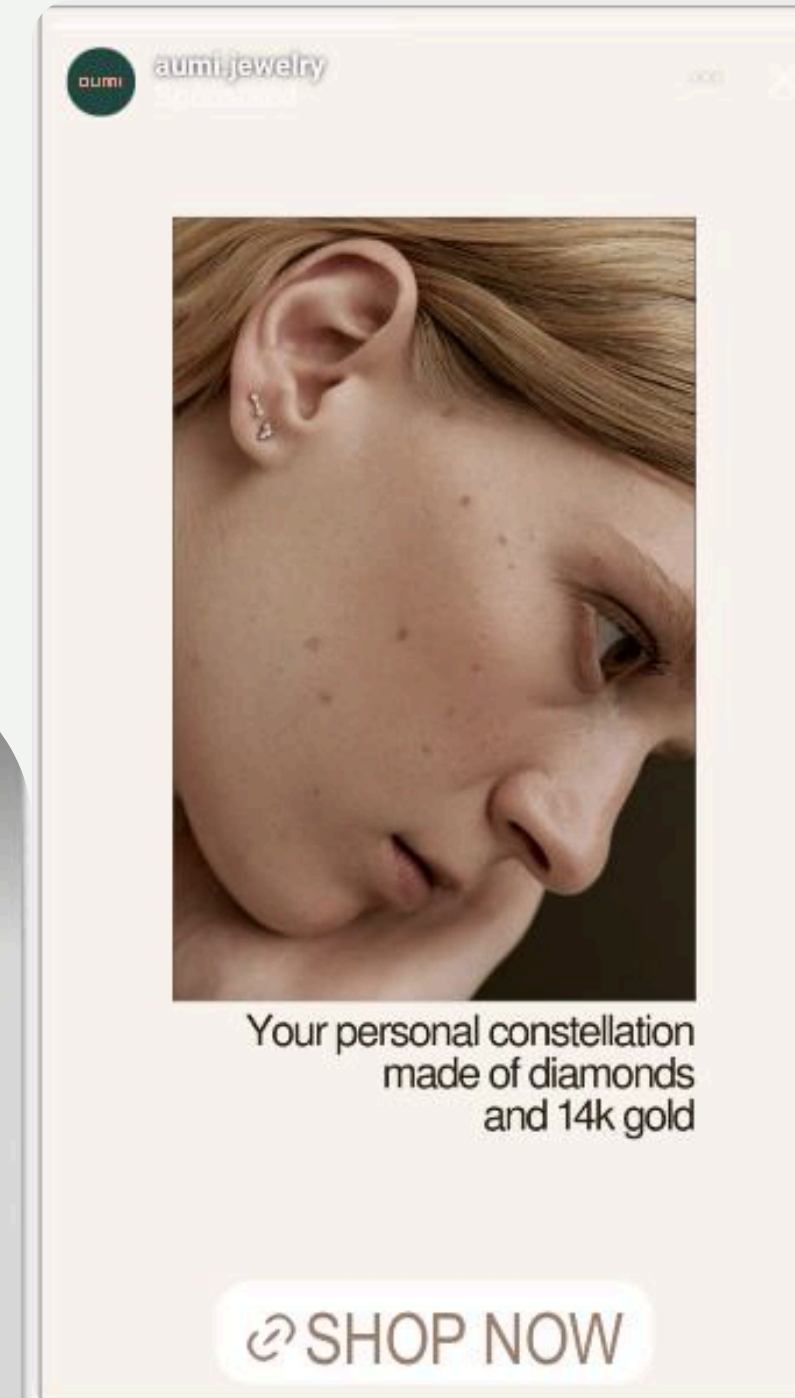
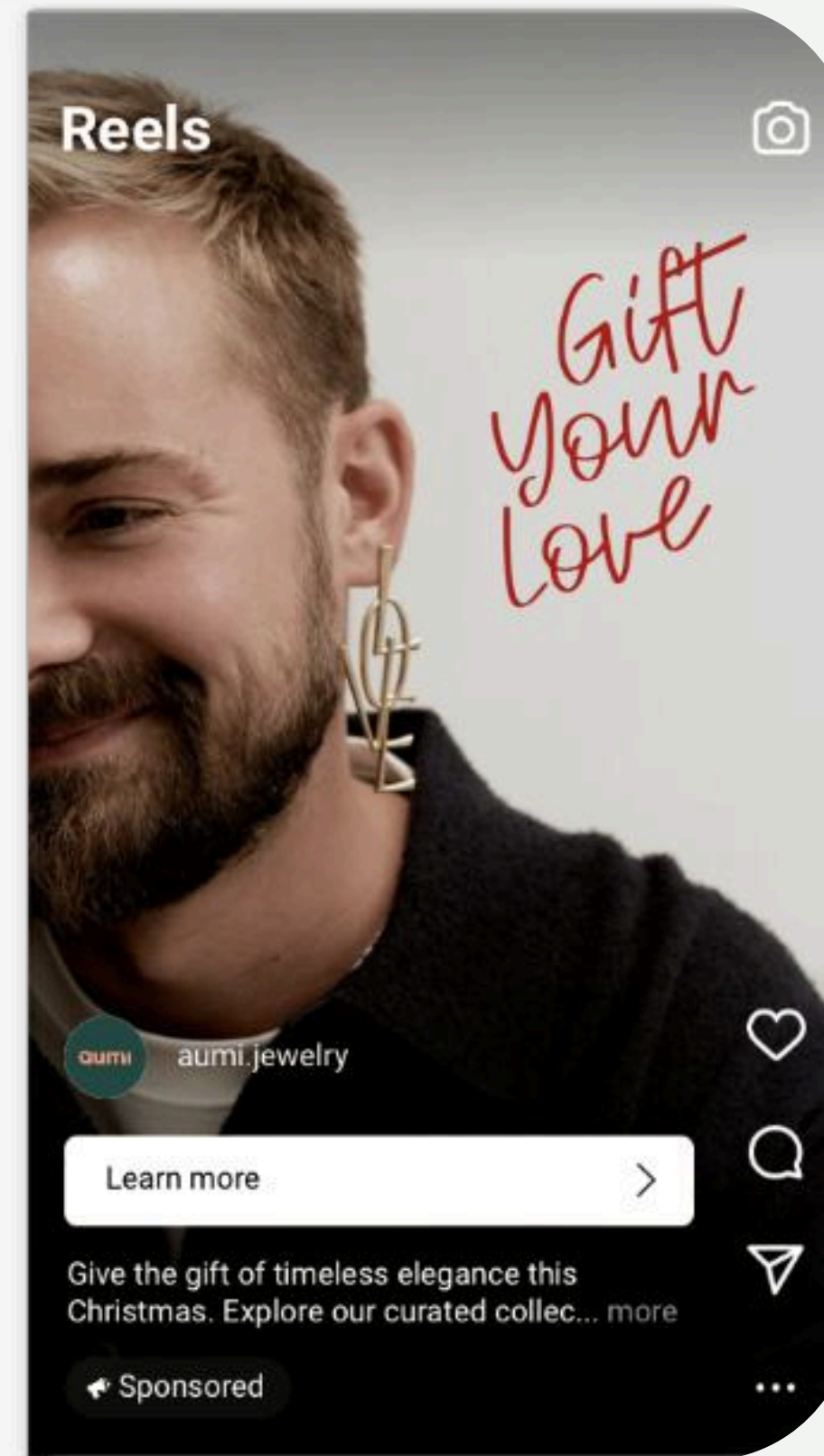


INTEGRATED WORK WITH PAID TRAFFIC



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- Targeting with us means stable sales
- Highly effective retargeting that delivers results
- Meta Ads
- Google Ads



FROM BOT TO SALE



Smena
station

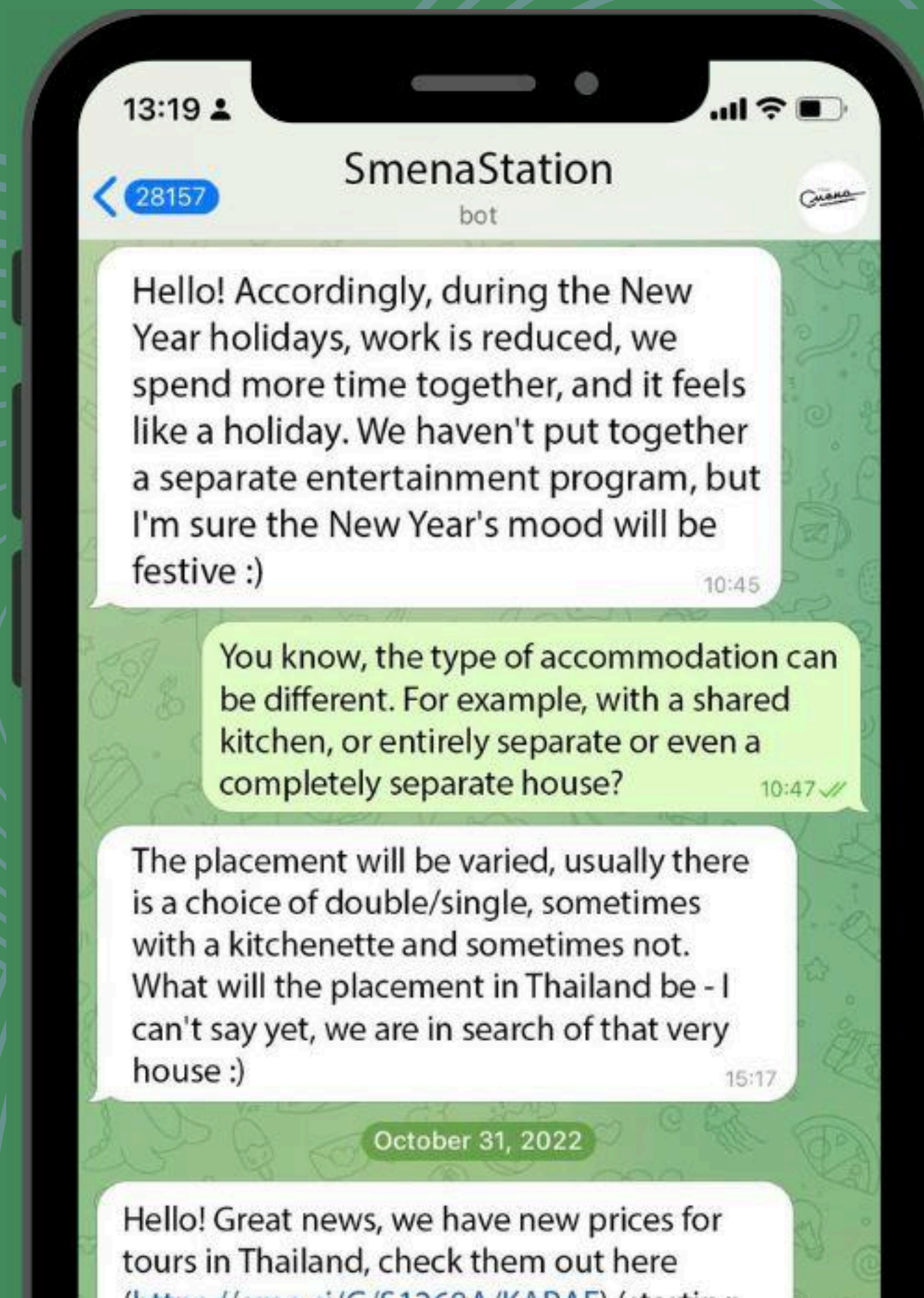
for

- 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



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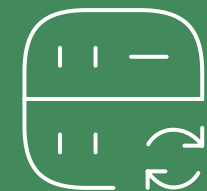
Seamless integration for an exceptional user journey: In-chat introduction with Telegram bot and CRM integrations that guide the client to an introductory call with a manager. Notifications, availability checks, and many other features are also running behind the scenes.



Chatbot



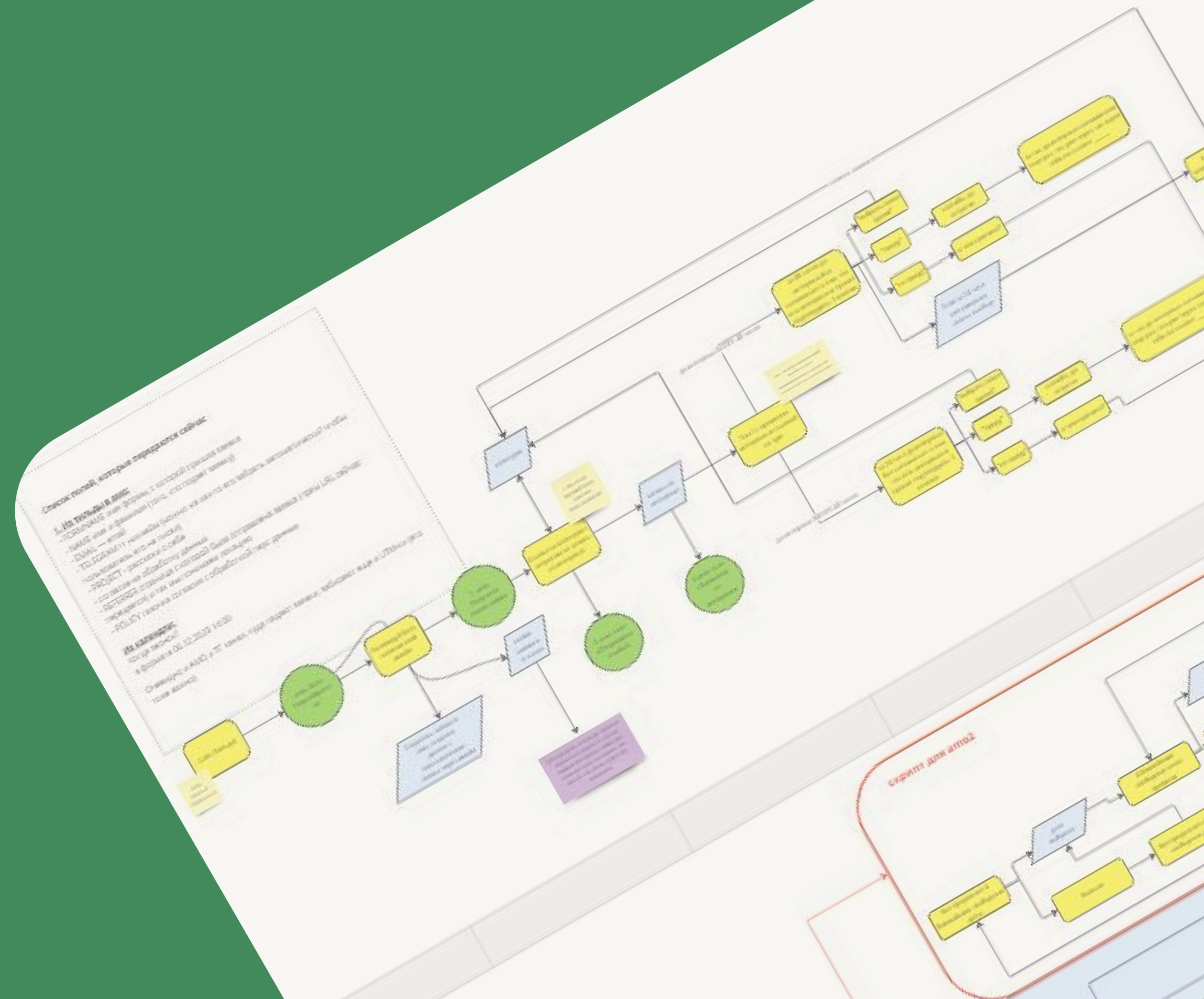
Client's CRM



Calendly



Sales call



CHAT-BOT FOR A TRAVEL COMPANY

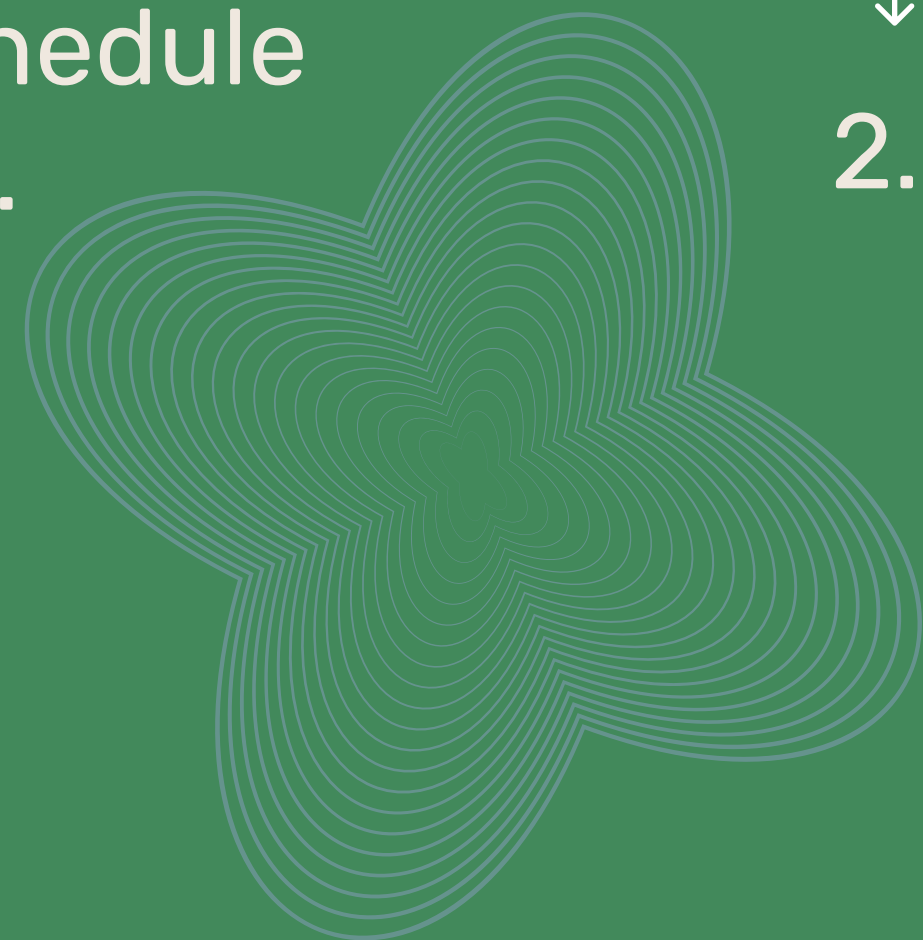
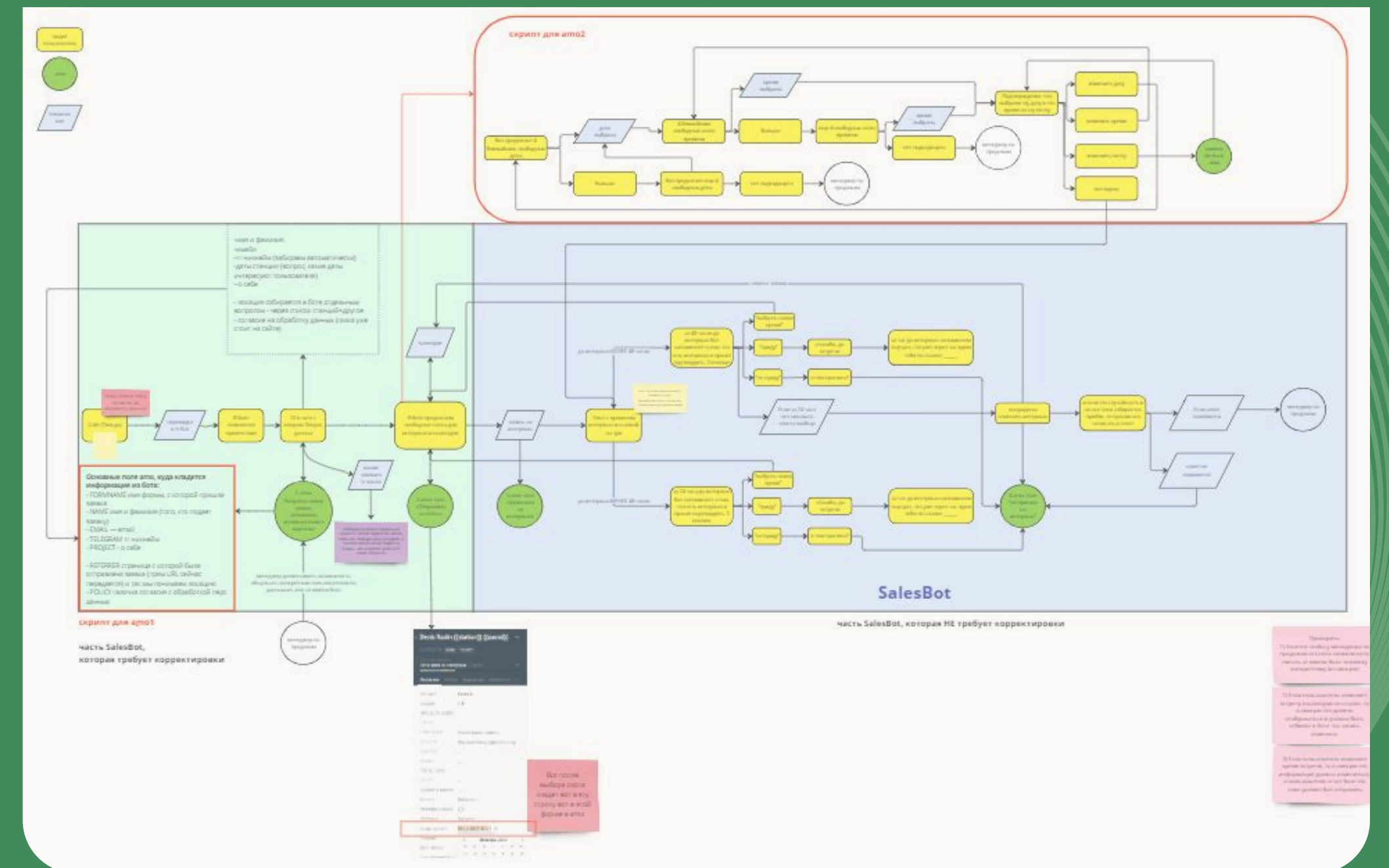
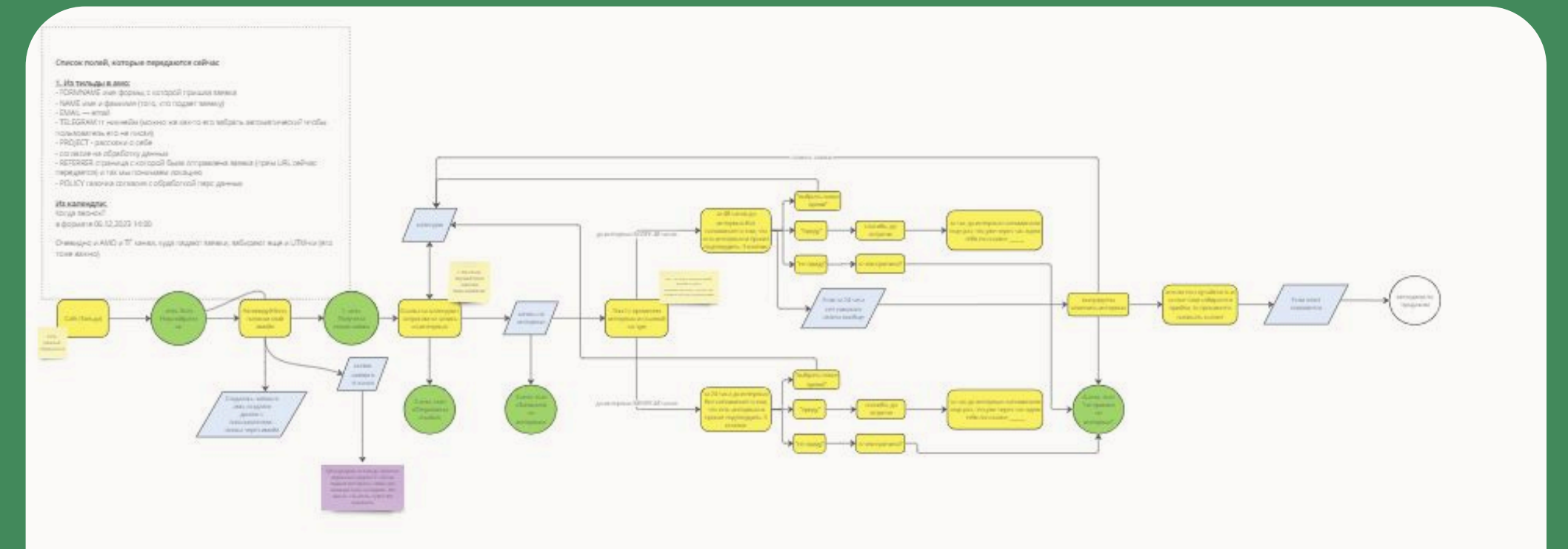


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CRM, Website, Telegram API, and Calendly integrations work together with Make.com automations. We mapped every step of the old user journey, and our developers then integrated and connected the chatbot with the company's website. We also developed 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

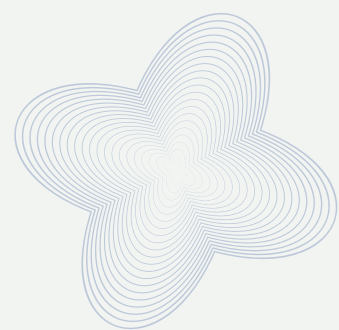
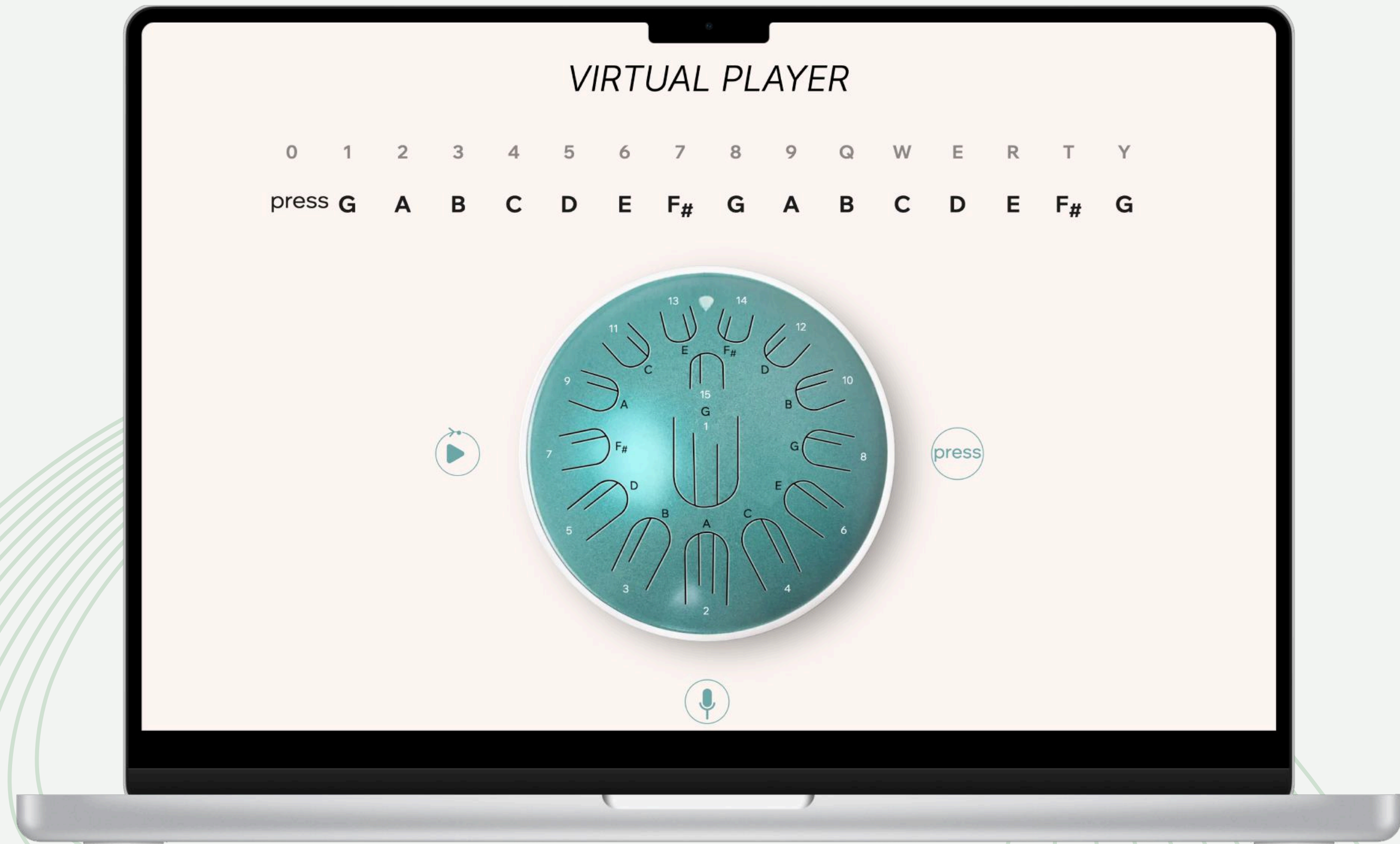


WEB APP for KOSMOSKY



- 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



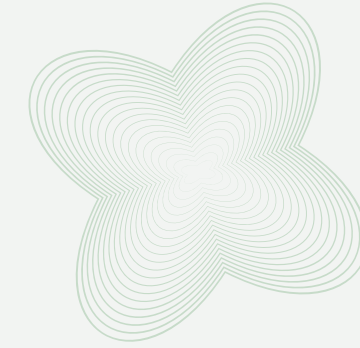
Parsley

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.



READY TO TAKE YOUR DIGITAL STRATEGY TO THE NEXT LEVEL? WE 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.

Efficient project and product management. Ksenia ensures seamless digital strategy execution and email marketing performance, aligning precision with creative vision for impact.



[BOOK](#)

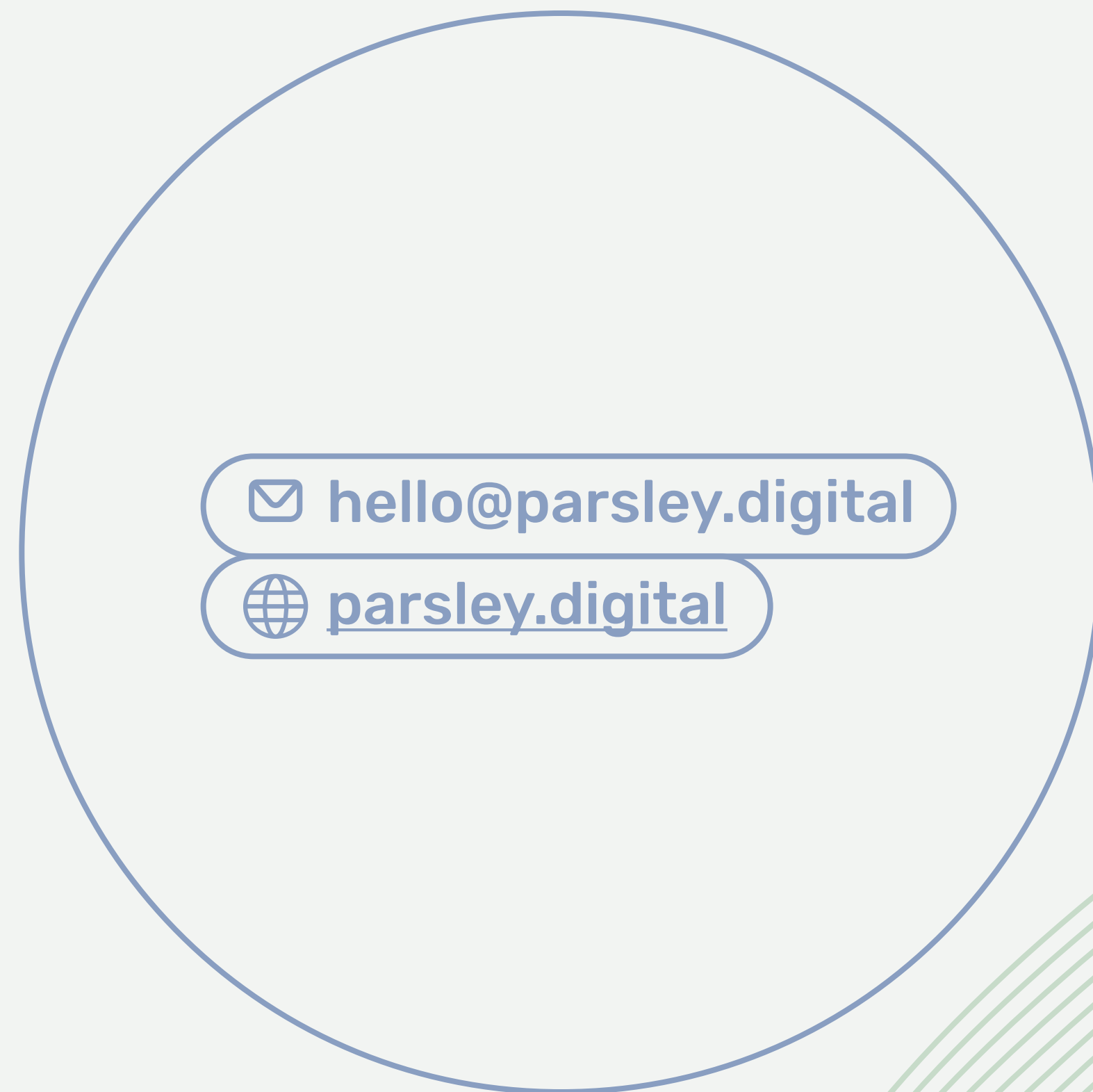
a tech consultation
with Pavel



[BOOK](#)

a strategy consultation
with Ksenia





LET'S CHAT