REPLY
XISTER

COMPANY PROFILE

2020

REPLY
XISTER

We Are xister.

Founded in 2002.
80 people. 3 Offices in
Rome, Milan and Turin.

We provide our capabilities and our custom tools to marketers, in order for them to capitalize on new opportunities and **create a consistent Brand Experience:** aligned with the brand's DNA and effective from a sales point of view.

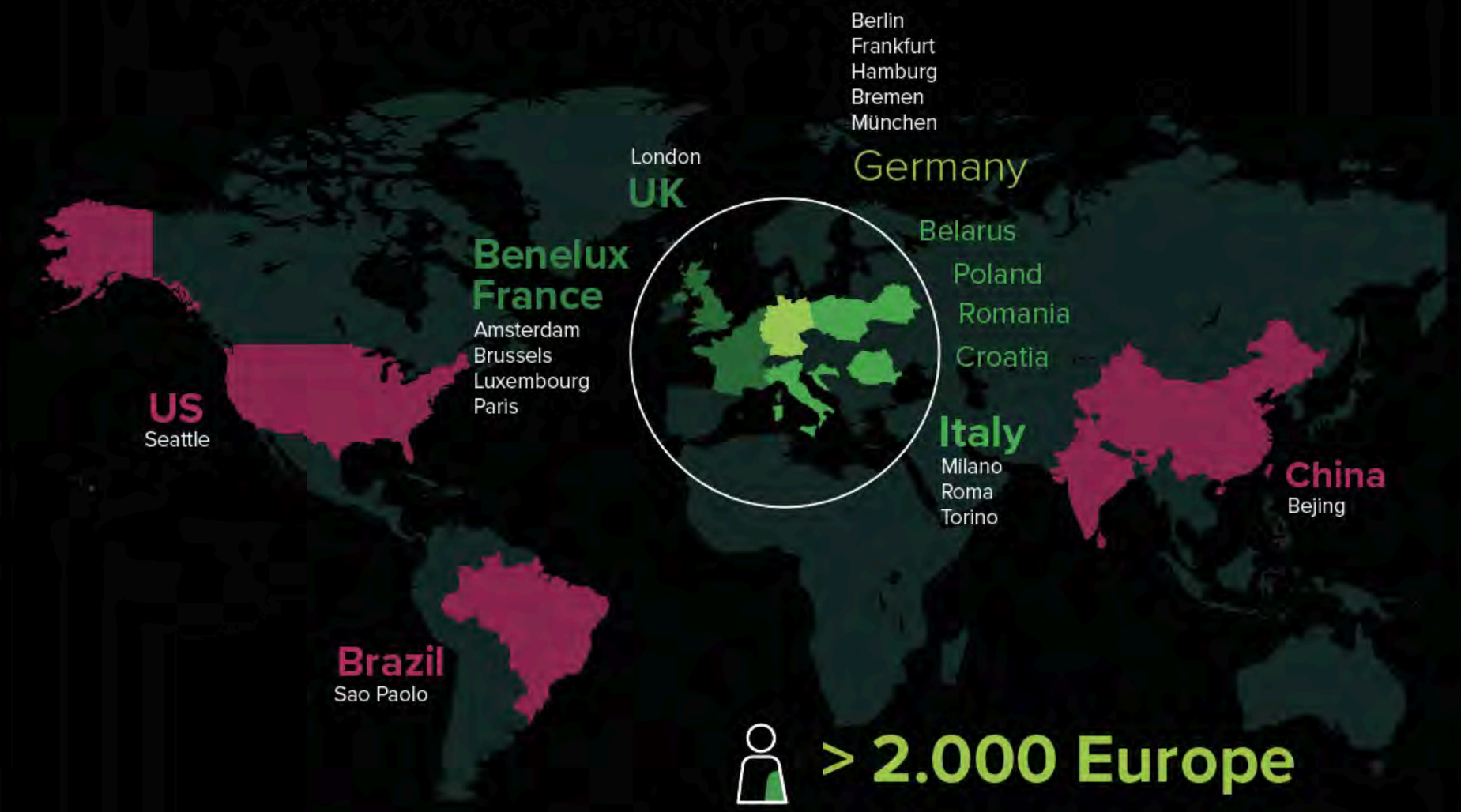
One that is capable of having a conversation, learning from dialogue, **transforming and improving over time**.

We combine **updated marketing technologies with smart data** in order to craft end-to-end customer journeys, impactful and helpful to brands to **attract new prospects and convert them into real customers**.

xister is part of **Reply Digital Experience**.

REPLY DIGITAL EXPERIENCE

Where we are.



300
Creative, Data and Technology Strategy & Consulting

300
Project Management

150
UX/UI Specialists

300
Brand, Marketing, Content & Activation Experts

1.000
Front and Backend Developers & Integration Experts

Industry Leading.

REPLY - DIGITAL EXPERIENCE is among the most successful digital networks in Europe.

BVDW

INTERNET AGENCY
RANKING 1st PLACE

MUSE CREATIVE AWARDS

E-MOTION GRAPHICS AND
CORPORATE SORYTELLING AWARD

DIGITAL DESIGN AWARD

Microsoft

1st DIGITAL
TRANSFORMATION AWARD-
ENGAGE YOUR CUSTOMER

THE STEVIES

STEVIE AWARD SILVER
Best Automotive Site for BROSE

INDIGO Design Award

1st DIGITAL DESIGN & MOBILE
RESPONSIVE DESIGN
2nd UX INTERFACE

awards

1st PLACE, BEST ENGAGEMENT
CAMPAIGN WITH THE BRAND

Gartner Magic Quadrant Gartner

TOP 20 CRM AND CX
SERVICE PROVIDERS

DIGITAL EXPERIENCE OFFERING

IDEATION

- Strategy
- Service Design
- Creative Consulting
- Research + Insights
- Digital Branding
- User Experience

EXPERIENCE

- Content Management
- Omnichannel Commerce
- Social Media
- Conversational Interfaces
- Mobile Solutions + Apps
- VR / AR + Mixed Reality

MARKETING

- Customer Journey
- Marketing Automation
- CRM + Loyality
- Content + Campaigns
- Data Driven Marketing
- Analytics + Optimization

TECHNOLOGY

- IT Strategy + Architecture
- Agile Development
- System Integration
- Customization
- Application Management
- Infrastructure

REPLY
XISTER

THINK. TRANSFORM. RESONATE.

SERVICES AND CAPABILITIES

THINK.

We design and co-design disruptive customer experiences putting innovative thinking at the core of our work.

TRANSFORM.

Future doesn’t stand still. We help brands keep pace with it by **transforming or creating new interactions** with their customers through solid data analysis and clever use of digital.

RESONATE.

We think, create and **produce brilliant content** made to be noticed and be really effective in a market where everything has been done and seen.

THINK.

We design and co-design disruptive customer experiences placing innovative thinking at the core of our work.

THINK.

Services

UX / UI

Design thinking process from context analysis to post evaluation

Omnichannel Customer Experience

Customer Journey Mapping

Seo & Analytics

PLATFORMS

E-commerce

Standard and custom-made CMS

Loyalty & CRM platforms

Dynamic Content platforms

Funnel platforms

Marketing Automation

3D production

3D Configurators

DEV

Frontend development

Backend development

System Integration

Digital asset management

Content management

3D Printing

THINK.

Partnerships & Competencies

Project management tools

THINK.

Approach

Customer Journey Mapping

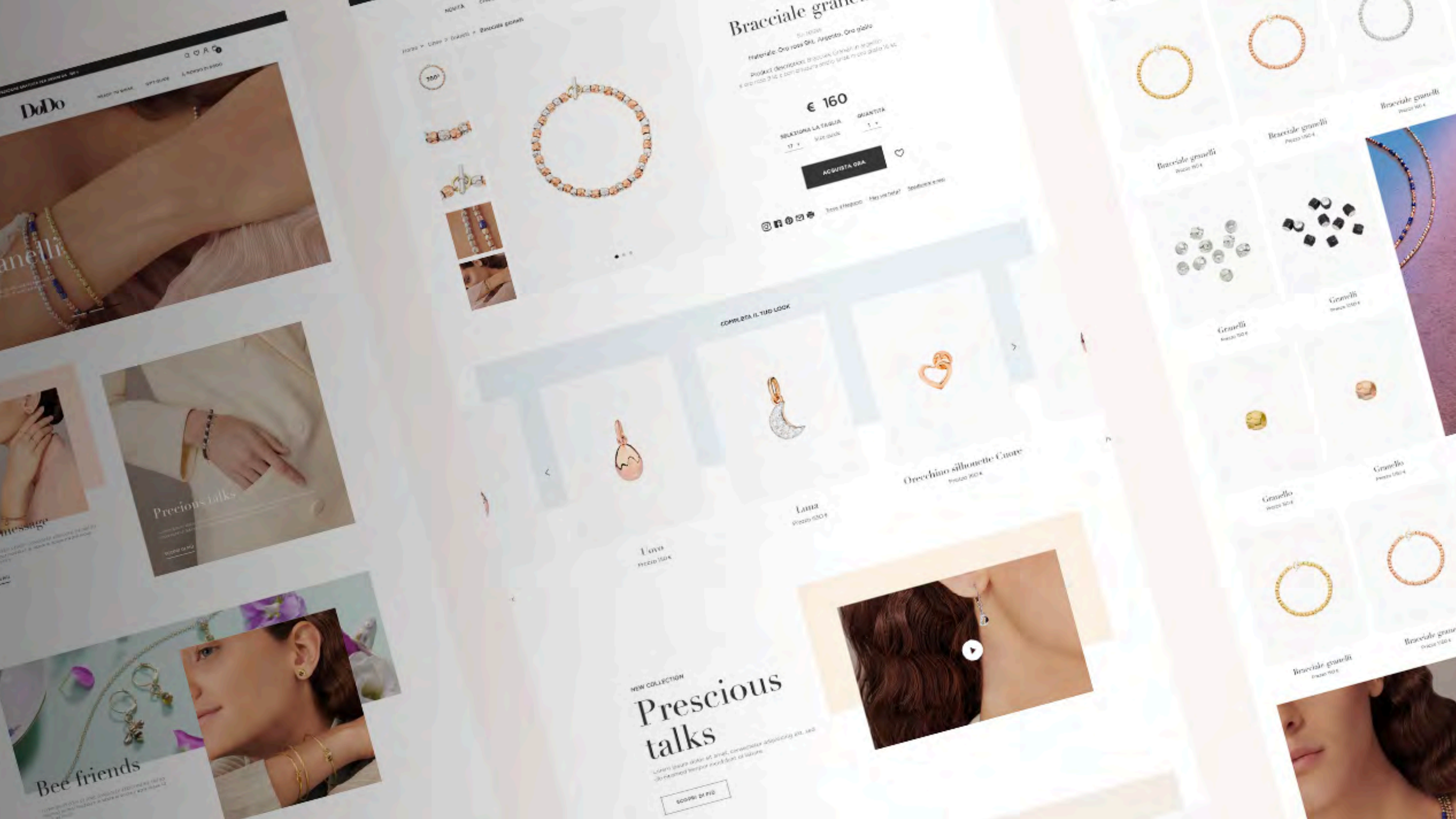
Ci caliamo nel contesto dell'utente analizzando ogni step del suo percorso, su tutti i touch-point digitali. Il Customer Journey Mapping ci aiuterà a validare il flusso di navigazione, risolvendo a priori eventuali ostacoli e cogliendo da subito le opportunità per gli sviluppi futuri.

THINK.

Approach

WorkFlow Model

Il nostro processo Agile parte da wireframe e prototipi interattivi, che, una volta testati, ci permettono di produrre in breve tempo dei Minimum Viable Products (MVP), ovvero delle versioni incrementali del prodotto finale con tutte le funzionalità di volta in volta più importanti.


DoDo
Precious talks
Bee friends
Bracciale granelli
€ 160
AGGIUNGI AL CARRELLO
COMPLETA IL TUO LOOK
Luna
Orecchino silhouette Cuore
NEW COLLECTION
Prescious talks
SCOPRI DI PIÙ
Granello

Loro Piana Experience

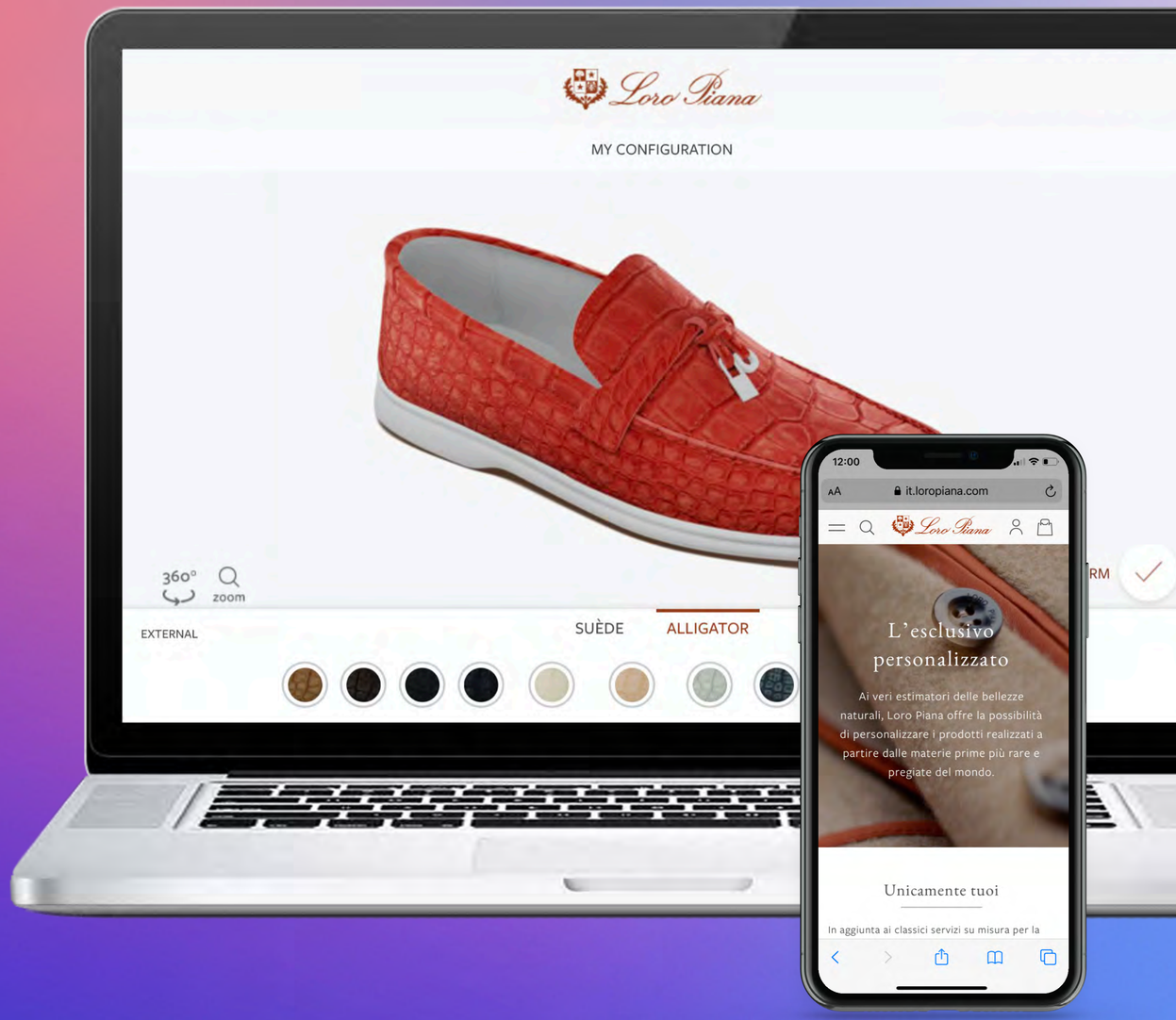
3D design studio and development.

Features

Product configuration experience, 3D Modeling, responsive development.

Details

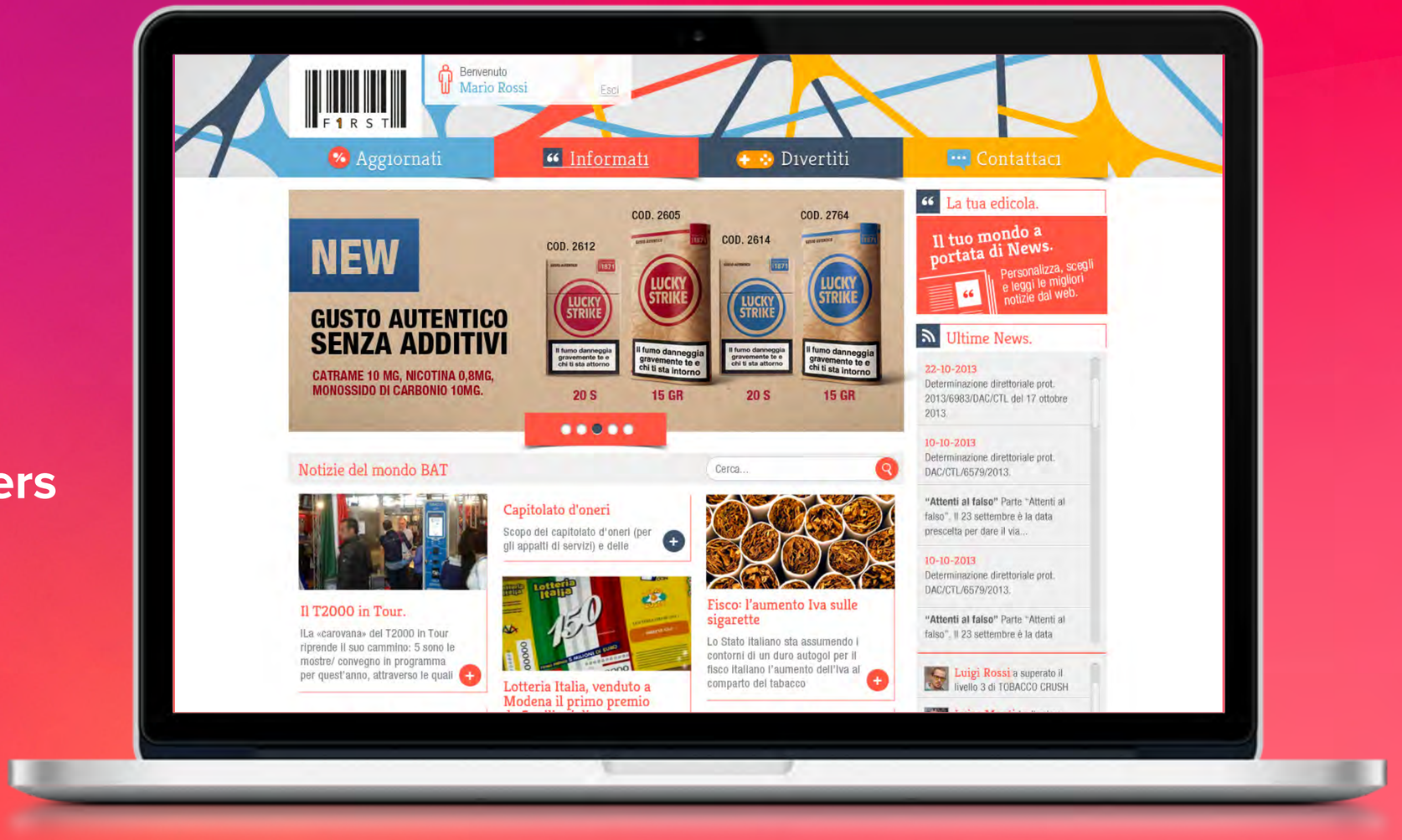
A digital retail website to offer a unique shopping experience. xister develops a web application that offers customers a shoe **configuration experience** in Loro Piana stores. The MTO (made to order) **Shoe Configurator** allows customers to personalize Loro Piana iconic shoes.



Loro Piana
Language: EN
MY CONFIGURATION
Change location
STORE: Via Montenapoleone 27, Milano
CONFIRM
360°
zoom
SUÈDE
ALLIGATOR
DEER
EXTERNAL
SANDSTONE (D044)
TUNDRA (H610)
ALBA (P154)
NIMBUS (M938)
BORDEAUX (Q038)
SKY BLUE (6039)
BLUE NAVY (W000)
INFINITY BLUE
WARM GRAY
LODEN (5042)
CHOCOLATE (H026)
BLACK (8000)
DARK GOLD
CHERRY (P232)

BAT

B2B Platform for resellers

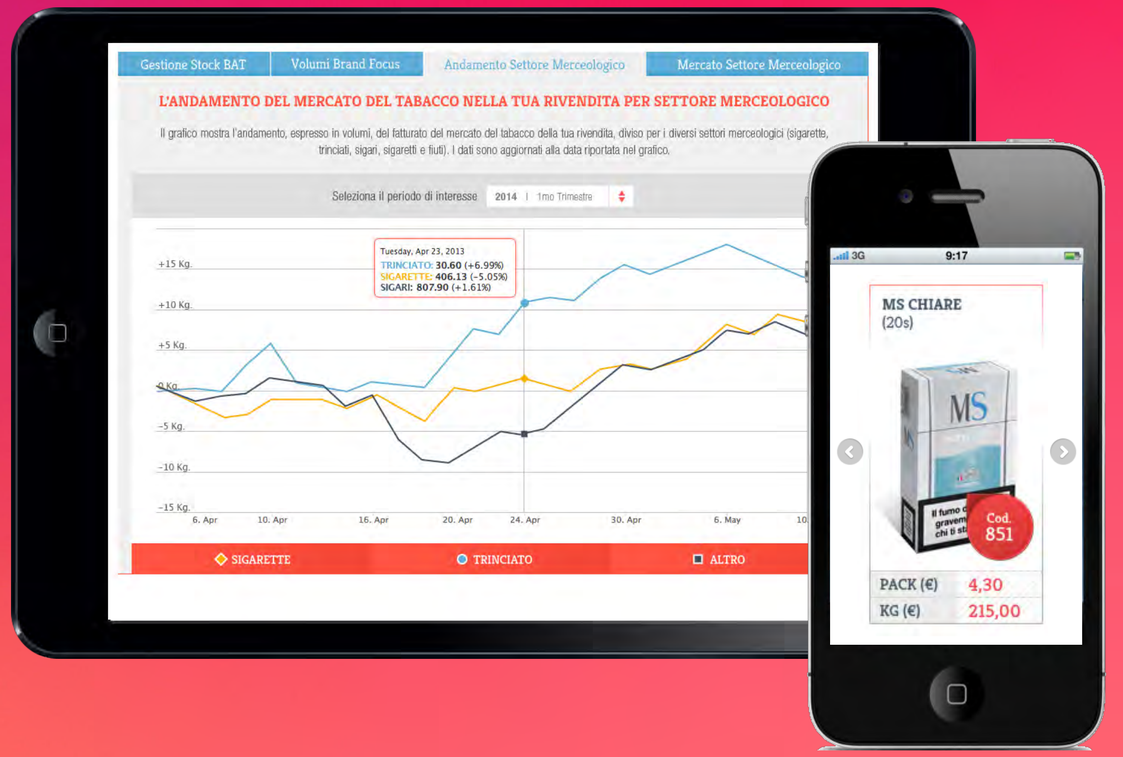


BAT

B2B Platform for resellers

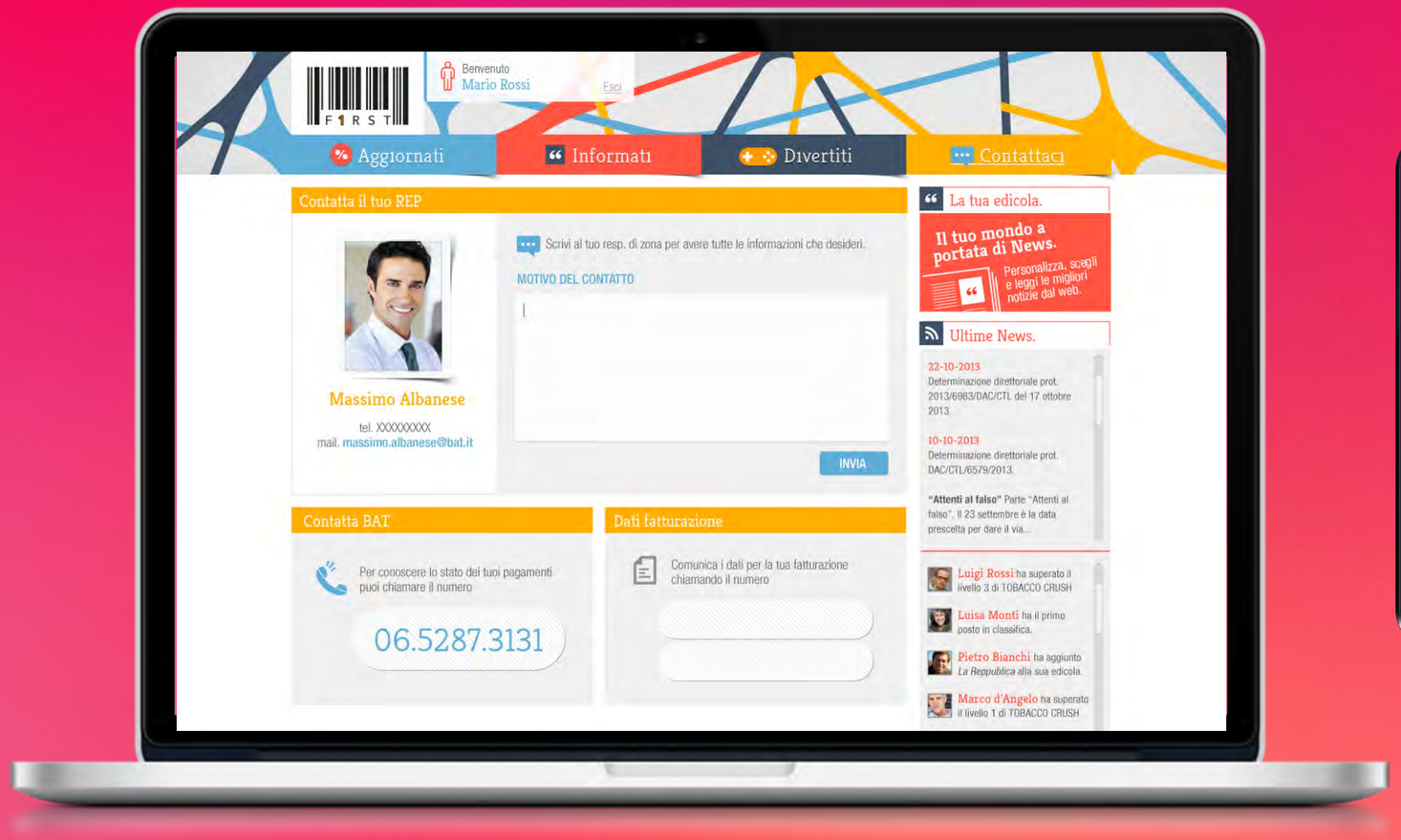
Re-design and upgrade of F1RST, the EMEA B2B and Loyalty Platform of the British American Tobacco created to engage with the Bat resellers.

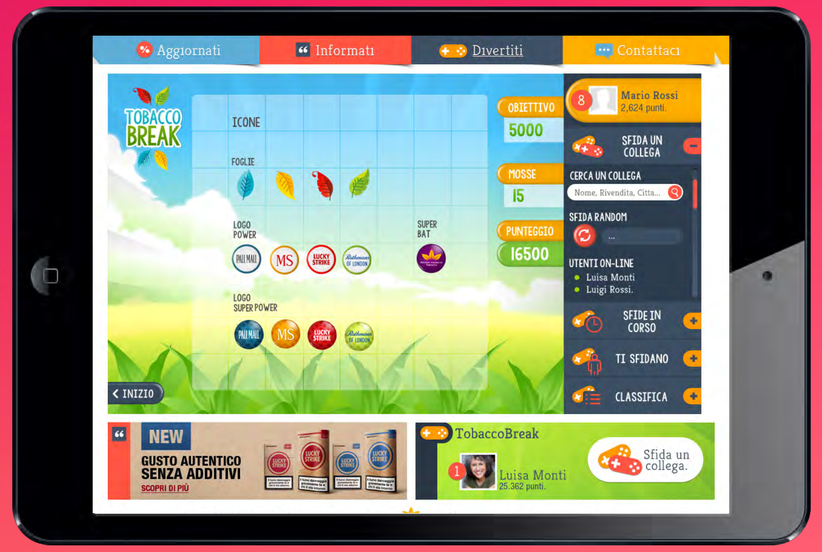
Fully responsive on all screens and devices, the platform consists in 4 areas in which users can: Contact their area sales rep, be updated about BAT products, get to know about what's coming up on BAT world, enter the BAT gamification connected to the loyalty program - and access to special prizes - and take a look on the tobacco market share in order to tweak their tobacco order on time.



BAT

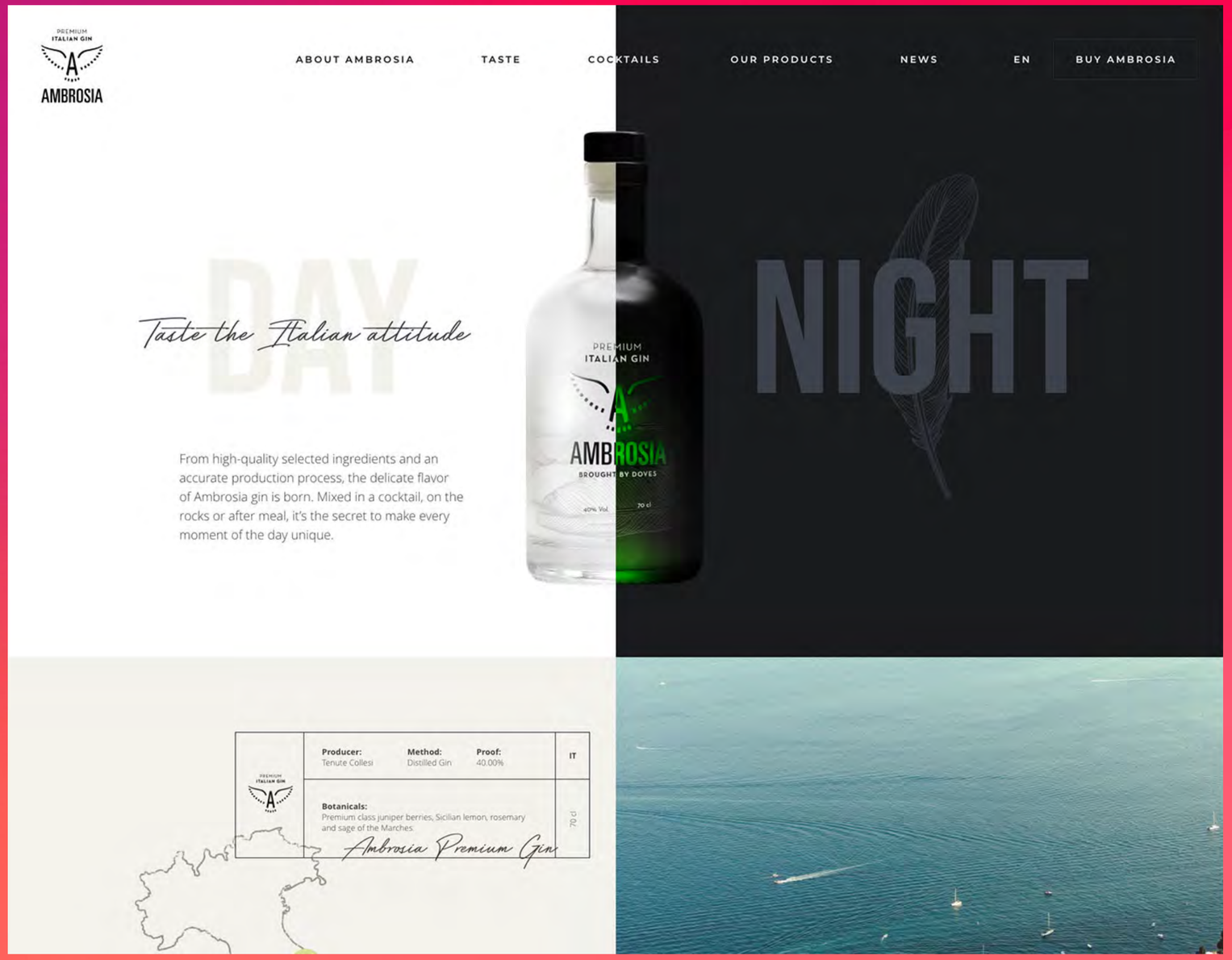
B2B Platform for resellers





AMBROSIA GIN

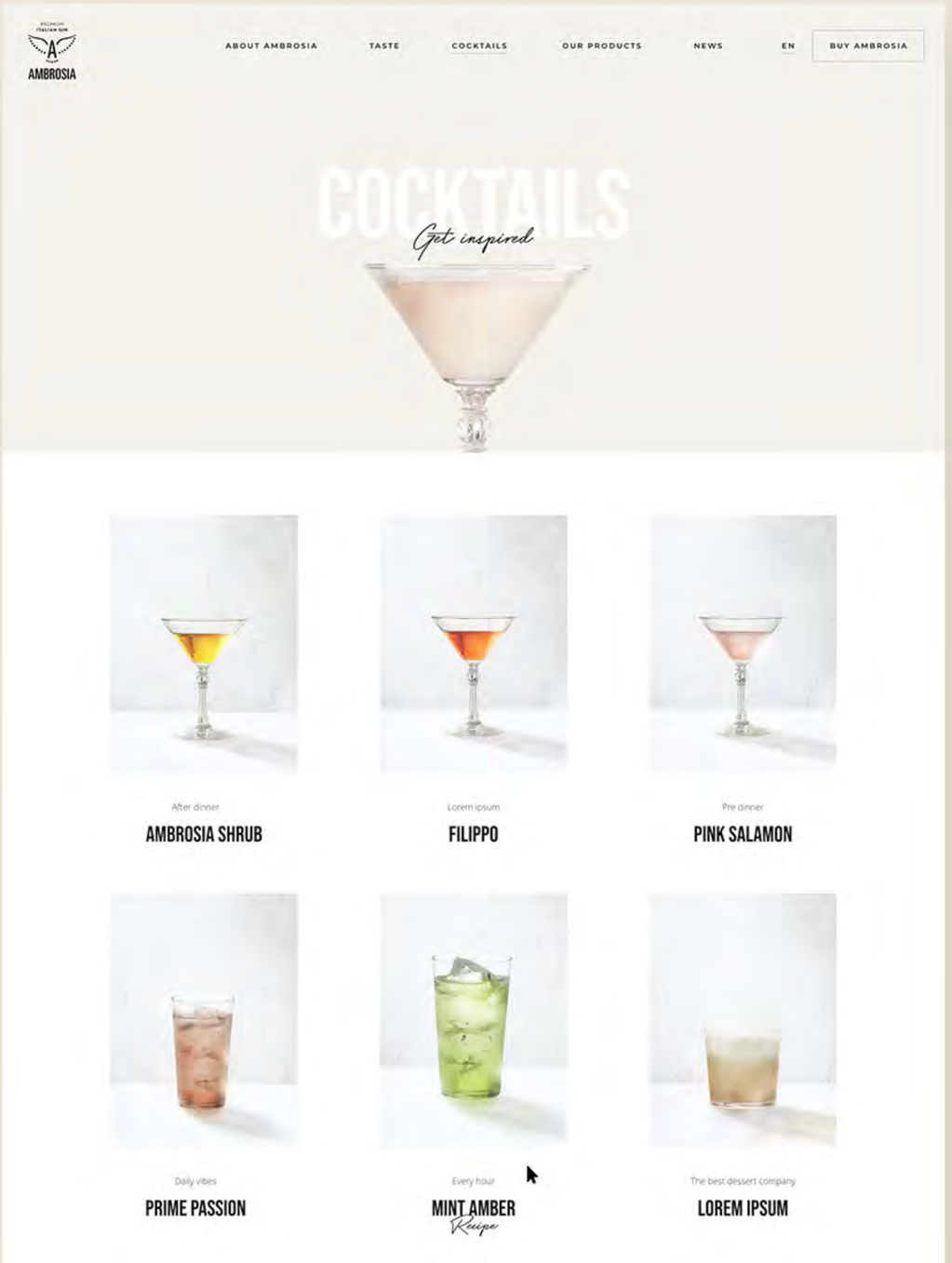
DIGITAL PRESENCE

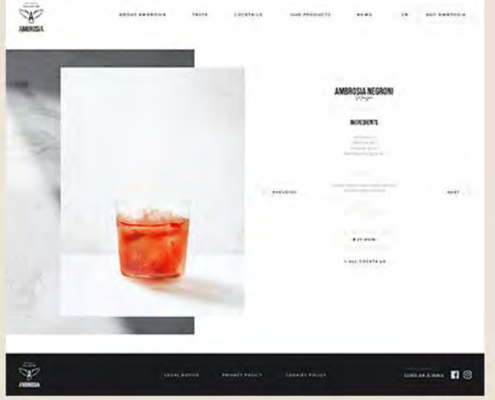


AMBROSIA GIN

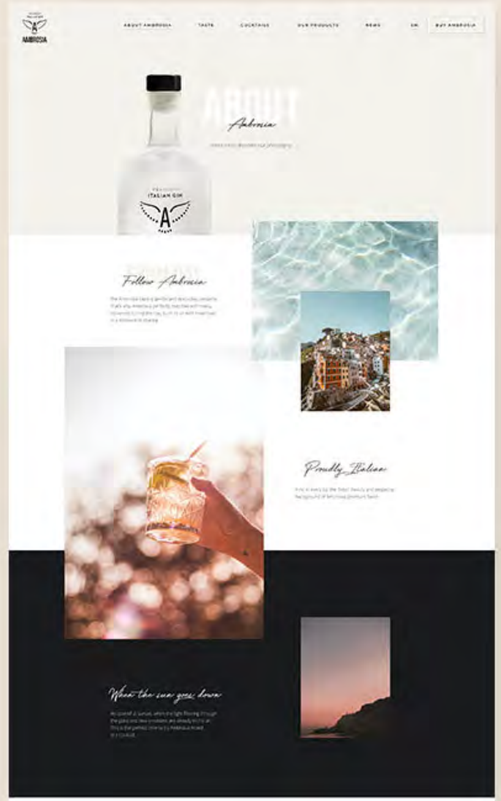
DIGITAL PRESENCE

A complete redesign of the digital presence for this artisan crafted Gin. Italian design, perfection and a great attention to details are among the objectives that the product aim to communicate, well expressed by the design and the user experience we created for the brand.


AMBROSIA
ABOUT AMBROSIA
TASTE
COCKTAILS
OUR PRODUCTS
NEWS
EN
BUY AMBROSIA
COCKTAILS
Get inspired
After dinner
AMBROSIA SHRUB
Lorem ipsum
FILIPPO
Pre dinner
PINK SALAMON
Daily vibes
PRIME PASSION
Every hour
MINT AMBER
Recipe
The best dessert company
LOREM IPSUM


AMBROSIA NEGRONI
INGREDIENTS

TASTE
of Ambrosia
UNIQUE TASTE
PURE WATER
DISTILLERY PROCESS
AMBROSIA
COCKTAILS


ABOUT
Ambrosia
Follow Ambrosia
Proudly Italian
Where the sun goes down

Lights up your senses
Stay in a good company

PREMIUM ITALIAN GIN
AMBROSIA

ABOUT AMBROSIA TASTE COCKTAILS OUR PRODUCTS NEWS EN BUY AMBROSIA

FILIPPO
Recipe

INGREDIENTS

5/10 Ambrosia Gin
2/10 Vermouth dry
1/10 Bitter Campari
1/10 Liquore di mandarino
1/10 Apricot Brandy

Cocktail presentato da Carlo Celestini, vincitore del 1°premio al Concorso Nazionale A.I.B.E.S. nel 1998 a Cernobbio

PREVOIUS NEXT

BUY NOW

< ALL COCKTAILS

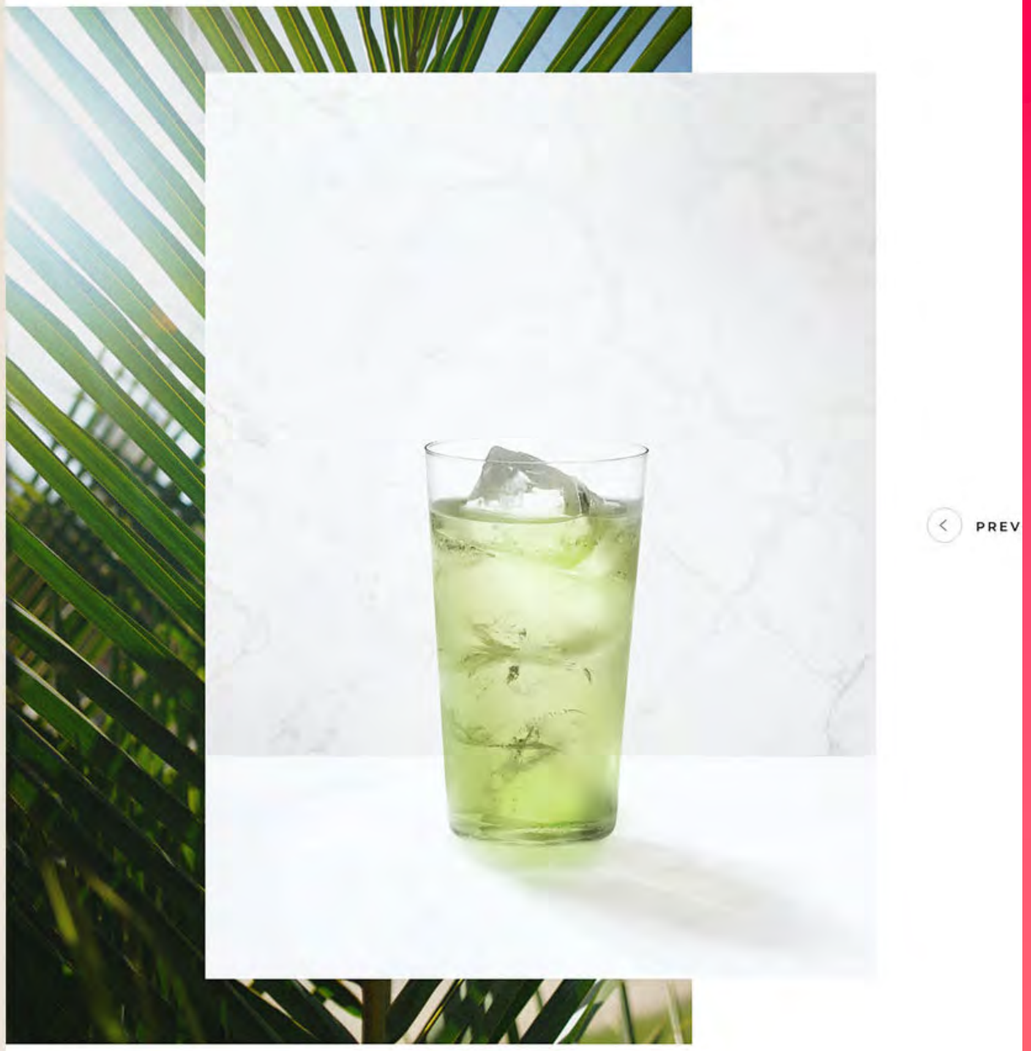
PREMIUM ITALIAN GIN
AMBROSIA

LEGAL NOTICE PRIVACY POLICY COOKIES POLICY

Have any questions?
SEND AN E-MAIL

PREMIUM ITALIAN GIN
AMBROSIA

ABOUT AMBROSIA TASTE COCKTAILS



PREV

PREMIUM ITALIAN GIN
AMBROSIA

LEGAL NOTICE PRIVACY POLICY

DYNAMIC CONTENT

WHAT IT IS AND HOW IT WORKS?

Dynamic Content

Is a type of web content used in particular in web marketing and email marketing.

Generally these are parts of HTML code such as forms, landing pages or parts of pages that can change depending on the user who views them based on the profile and past history of the visitor (actions performed, pages viewed, searches carried out, etc.), these contents will be modified in order to offer him a personalized and tailored experience.

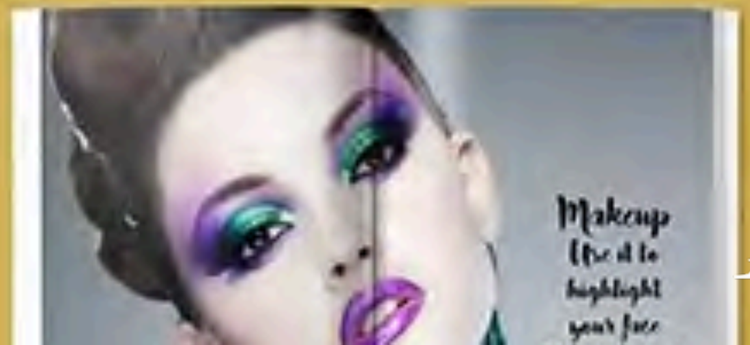
A PERSONALISED CATALOGUE NEWSLETTER

UPDATED AND BASED ON CLIENTS' SHOPPING EXPERIENCE.

SENT TO HER MAILBOX EVERY WEEK WITH OUR PROMOS AND COUPONS.

Advanced Retargeting: Delivering dynamic, personalized content based on items shoppers bought or liked.

COULD SPIN OFF INTO AN ASW AR APP TO VIRTUALLY TRY NEW SKINCARE/MAKEUP PRODUCTS



TOP CLIENTS

Vespa
Loacker
MAGNUM
true to pleasure
PERONI
Garofalo
ORO Saiwa
Lipton
Kellogg's
BVLGARI
cdp
OAKLEY
Ray-Ban
MOLESKINE
VOGUE eyewear
Persol
H&M
DIESEL
FERROVIE DELLO STATO ITALIANE
Haier
CANDY GROUP
UNIVERSAL
DREAMWORKS PICTURES
Paramount
A VIACOM COMPANY
Walt Disney
NATIONAL GEOGRAPHIC CHANNEL
SONY
RaiNet
A+E NETWORKS
FOX
ECOVACS
Jeep
Mercedes-Benz
LAMBORGHINI
ABARTH
mazda
NISSAN
HONDA
smart
Nestlé
Good Food, Good Life
M·A·C
Johnson & Johnson
Dove
FISSAN
Colgate
ANGELINI
Aveeno
ACTIVE NATURALS
RoC
PIZ BUIN
CLEAR
BOLTON GROUP
smashbox
STUDIOS
Cornetto
ALGIDA
COTY
BEAUTY, LIBERATED
WELLA
PROFESSIONALS
Loro Piana
sunsilk
CO-CREATIONS
FONDAZIONE TIM
ULIVETO
PIAGGIO

REPLY
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