

A man in a denim jacket and cap is looking down in a city street. The background is filled with tall buildings and numerous billboards, including one for 'THE LION KING' and another for 'BUBBA GUMP'. The scene is captured in a cinematic style with a slightly blurred background.

DELUUX

Elevating brands

UNLOCK YOUR DIGITAL POTENTIAL

Success and growth only comes from a tailor-made strategy for your business.



THE RIGHT SOLUTION, JUST WHEN YOU NEED IT

About Deluux

We have a Commitment to Marketing Excellence. We elevate brands with cutting-edge insights, strategies and collective expertise of agencies to drive valuable growth and success.

+20

Digital legends in network

+1M

Managed media spend in euros

+35

Clients we help to their most valuable selves



+3

Exclusive media partners

2 

Global Marketing Awards



**We use our international knowledge to make
a difference locally**





WE ELEVATE BRANDS

WE STAND FOR:

MARKETING EXCELLENCE

9+ SERVICE

TAILOR MADE STRATEGIES

THAT FITS YOUR BRAND

The right solution, just when you need it

Ready to perform. A full-service brand & performance driven agency

Strategy & Planning

Tailor made influence when it matters most

Data is a powerful tool, but only works if you know how to use it. We can help you develop data-driven marcom plans that will help you reach your goals

STRATEGY & INSIGHTS
BRAND STRATEGY & COMMS
BUSINESS OPERATIONS
COMMS PLANNING
END TO END MEDIA PLANNING

Marketing Activation

End-to-end focus on delivering performance

Our focus on quality helps our clients reach their goals, whether it is increasing brand awareness, generating leads, or driving sales

PAID SEARCH
ORGANIC SEARCH (SEO)
PAID SOCIAL
ORGANIC SOCIAL MANAGEMENT
INFLUENCER MARKETING
PROGRAMMATIC
DIRECT-TO-PUBLISHER
CRM
VIDEO
D-OOH
AUDIO
PRINT
MARKETPLACES
FEED MANAGEMENT
PERFORMANCE CREATIVE
CONTENT
UI & UX
WEBSITES & PLATFORMS
AI ADOPTION

Business Intelligence

Understanding the real world

With our innovative technology, you can aggregate data from multiple sources, uncover deep insights, and create actionable reports for better decision making

REPORTING & INSIGHTS
DATA & ANALYTICS
GROWTH MARKETING AUDITS
DATA VISUALISATION





DELUUX

Our vision & promise

What makes us unique?

Data driven Brand & Performance marketing

Quality first, then Quantity!

We believe in focussing on quality of your marketing funnel first, to be able to really scale your company ongoing in valuable quantities

By using our method, clients saw an increase in the quality of leads and thus sales. Our solutions and services are aimed to get more quality to your website and increases the probability of leads / sales or any important KPI.



Way of working

We analyse the status of your brand, and plan actions accordingly



Quality visits, our method for success in the marketing and sales funnel

First focus on quality versus quantity in marketing funnels



An “early Qvisit”:

- Visited more than x pages
- Visits the site x min and X seconds

An “late Qvisit”:

- Returning visitor
- Interacted with key elements on site

A “Qsale”, “Qhire” etc..

- High value – Persona sale
- Ideal AOV sale (+150)
- Multi-product-buyers

Data driven Brand & Performance marketing

Increase brand vs performance kpi's – cross channel, medium or country



Always-on – often action orientated / sales driven



Running an always-on campaign gives you the advantage of always-on promotion to your target group. Think of keyword ads, Display or video ads. Social media channels and Google advertisements are often used for this.

Burst – often brand awareness and consideration

Burst campaigns provide impact on brand awareness and include your audience with a possible translation into action on the site during a period where you want to achieve results. The possibilities are endless, but should fit your brand's purpose.



Mediaplanning framework for exponential growth

BARRIÈRE	Who is Company X?	I don't need Company X?	I want Company X!
COMMUNICATION GOAL	 SEE	 THINK	DO
FUNNEL	UPPER FUNNEL	MID FUNNEL	LOWER FUNNEL
MEDIA	AWARENESS	CONSIDERATION	ACTION
GOAL / KPI	Reach and engagement at target audiences	Maximizing Qvisits* Increase relevant retargeting pools	Focus on sales / leads Maximize ROAS (return on ad spend)
MEASUREMENT	Google Analytics Platform data	Google Analytics	Google Analytics – CRM
BUDGET	TBC%	TBC%	TBC%

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Success Cases



D2C Sales Activation – ROAS of 28,6

Confidential

POESPAS

Exponential Growth for Poespas.nl

The client poespas was only advertising in smaller numbers, when we took the account over we enabled exponential, qualitative growth through our qualitative solution.

- Increased Sales revenue by **+€604%** with an investment of **+418%** in advertisements, resulting in a Return on Ad Spend of **28,6**.
- Generated **+72%** purchases on site
- Generated **+107%** more users YoY
- Additionally, our focus on quality has seen an increase in user engagement on site.



AWARD WINNING CASE

[Learn more about this case](#)



B2B Multi-Channel Marketing – Driving quality leads for Bompan.it

Overview

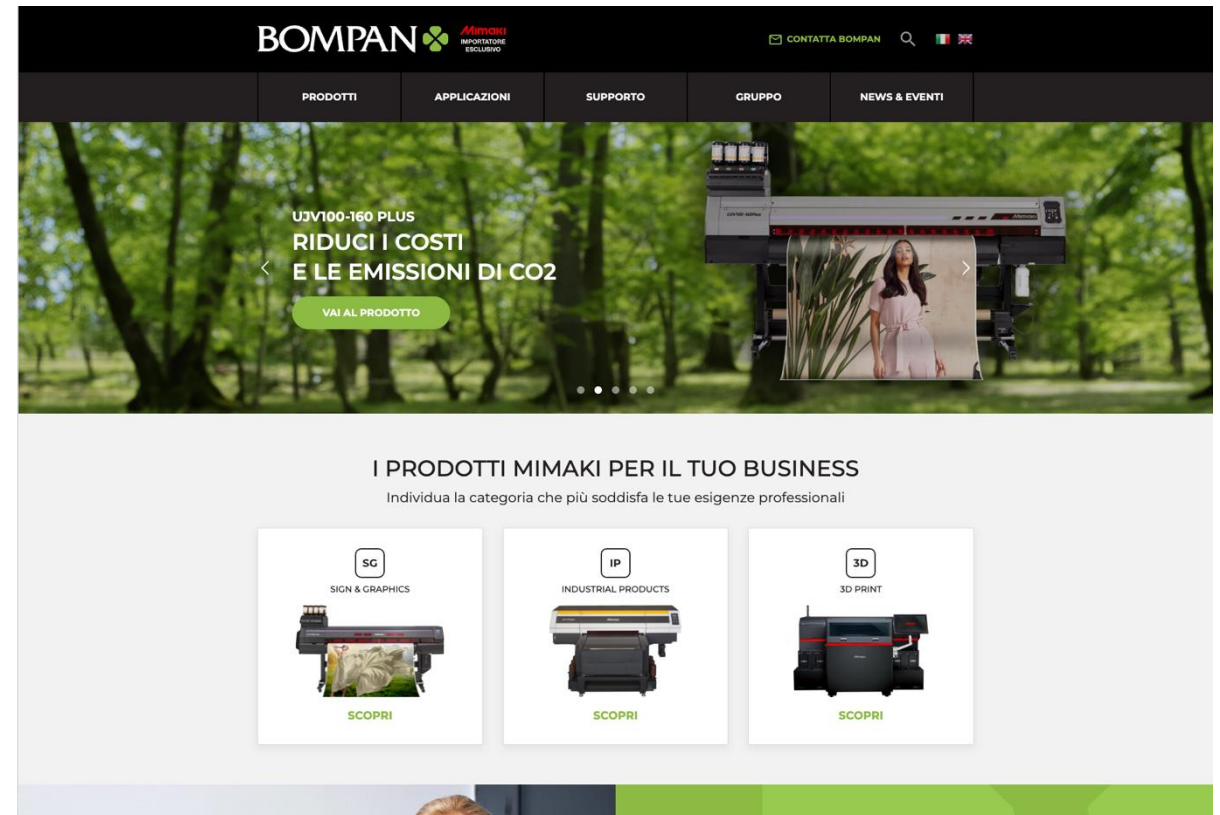
Previously dipping its toes in the waters of advertising, Bompan.it was seeking a tidal wave of growth. Their partnership with deluux was about harnessing the power of multi-channel marketing to not just grow but thrive.

Deluux took on the challenge, aiming for an ambitious leap from minimal advertising to a comprehensive, multi-faceted campaign strategy, with a clear goal: cultivating not just leads, but quality leads that convert.

Result

- **Lead conversion ratio** skyrocketed from 1% to an **impressive 9%**.
- Achieved a minimum of 500 high-quality leads per year.
- Established an efficient Cost Per Lead (CPL) of €80, within a context of an extensive product catalog.

[Learn more about this case](#)



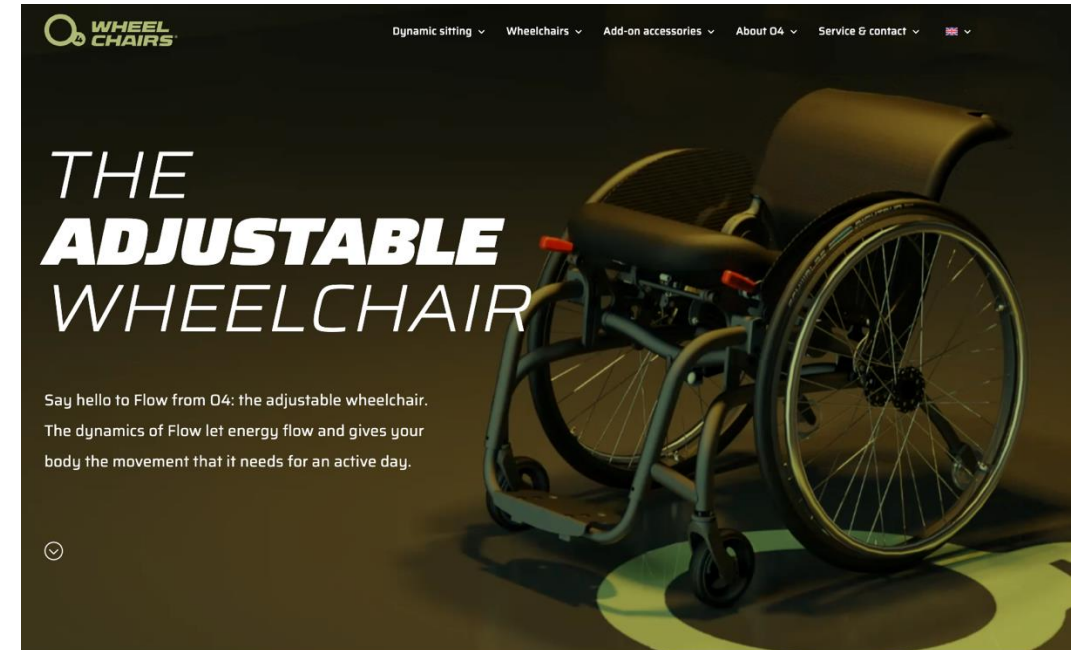
Precision Marketing activation – O4 Wheelchairs



Precision marketing done right for O4 Wheelchairs

O4 Wheelchairs, specializing in providing innovative mobility solutions, sought to refine their marketing strategy for a niche market. To drive a surge in lead generation, O4 Wheelchairs partnered with deluux to deploy a hyper-targeted marketing activation leveraging Google Ads and deluux's proprietary Qvisit solution.

- Contact form submissions soared, achieving a **+43% increase compared to Q4 2023**.
- The targeted approach resulted in surpassing the forecasted 15% quarter-over-quarter growth target.
- Leads were up, with actual **performance topping target goals by 33%**, demonstrating the efficiency of the tailored strategy.
- Additionally, our focus on quality has seen an **increase in weekly sales through the funnel**.



There are a lot of wheelchairs available on the market. How do you choose the one that best suits you? Do you even have a choice or is it chosen for you? When you want to live an active life, you have to put yourself and your body first, where your wheelchair can play an active and supportive role: A static sitting position can give you side effects and injuries that you can simply prevent. O4 Flow is the only wheelchair that keeps you and your sitting

**DON'T LET YOUR SEAT
BE A DISABILITY**



[Learn more about this case](#)

DELUUX

Got your interest?



READY FOR WHAT'S NEXT?



Request a No-Obligation, Tailor-Made Growth Plan!

What's included?

- A personalized growth strategy designed to fit your brand's goals.
- Insights into your current performance and opportunities for growth

How does it work?

1. **Introductory Call (30 minutes)** - We'll discuss your brand and goals
2. **Growth Plan Creation**
3. **Presentation of Findings (30 minutes)** – Join in call or face-to-face meeting

What's happens next?

If inspired, we'll fine-tune the plan to align with your budget and needs

Get in touch with

Luuk Goenee – Founder & Strategy Director



[PLAN INTRODUCTORY CALL](#)



A person stands on a stone pillar, arms raised in triumph, overlooking a vast, forested valley. The scene is bathed in warm, golden light, suggesting a sunrise or sunset. The valley is filled with dense green trees, and the hills in the distance are hazy. The person is wearing a red tank top and dark shorts. The stone pillar is made of large, rectangular blocks. A metal railing is visible in the foreground, leading up to the pillar. The overall mood is one of achievement and appreciation for nature.

THANK YOU

DELUUX