

Technology, creativity and music to define a multidisciplinary brand

PC Componentes is the second largest ecommerce company in the technology and household appliances sector in Spain in terms of turnover.

PC Componentes' goal was to take the consumer experience in its shops to another level.

To inspire its customers through quality audiovisual content on spectacular screens to increase the average ticket and guide them to their needs and inform them of promotions and new products.

In addition, to create a more immersive environment and improve the mood of employees and customers, a specific music strategy.

What do we achieve?

Generate an immersive atmosphere in the shop, an improved customer experience, who can discover new offers and trends on their screens and therefore an increase in turnover.

