

- Grandes Eletrodomésticos >
- Pequenos Eletrodomésticos >
- Beleza, Saúde e Bebê >
- TV, Vídeo e Som >
- Telemóveis e Pacotes de TV >
- Fotografia e Drones >
- Informática e Acessórios >
- Componentes de PC e Redes >
- Gaming >
- Brinquedos, Mobilidade e Cultura >
- Casa e Decoração >
- Bricolage, Jardim e Animais >
- Escritório e Papelaria >



Tudo o que for preciso para ficarmos mais perto

Das entregas gratuitas, ao drive thru, das lojas abertas com toda a segurança, à assistência técnica à distância, estamos contigo. Sempre.

[SABER MAIS](#)

ESTAMOS CONTIGO.
SEMPRE.



ENTREGAS GRATUITAS
ACIMA DE 25€*
Válido até 17 de maio em artigos
vendidos e entregues pela Worten



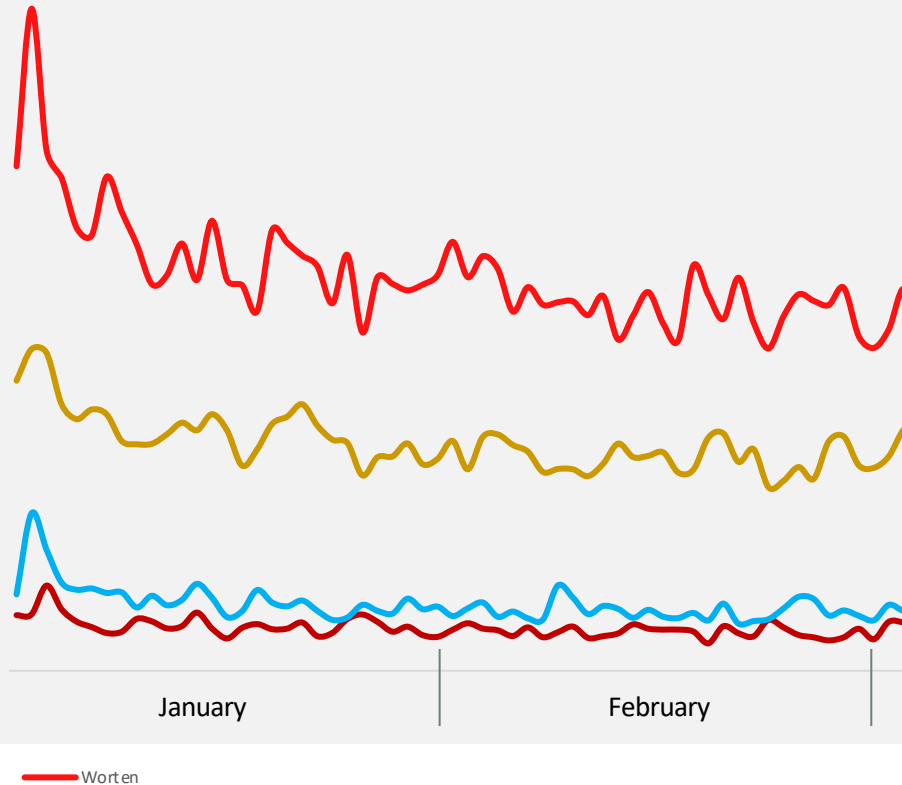
LOJAS COM DRIVE THRU
PARA TUA CONVENIÊNCIA



ASSISTÊNCIA TÉCNICA
À DISTÂNCIA

A Covid driven Acceleration | Daily Website Traffic vs Main Competitors

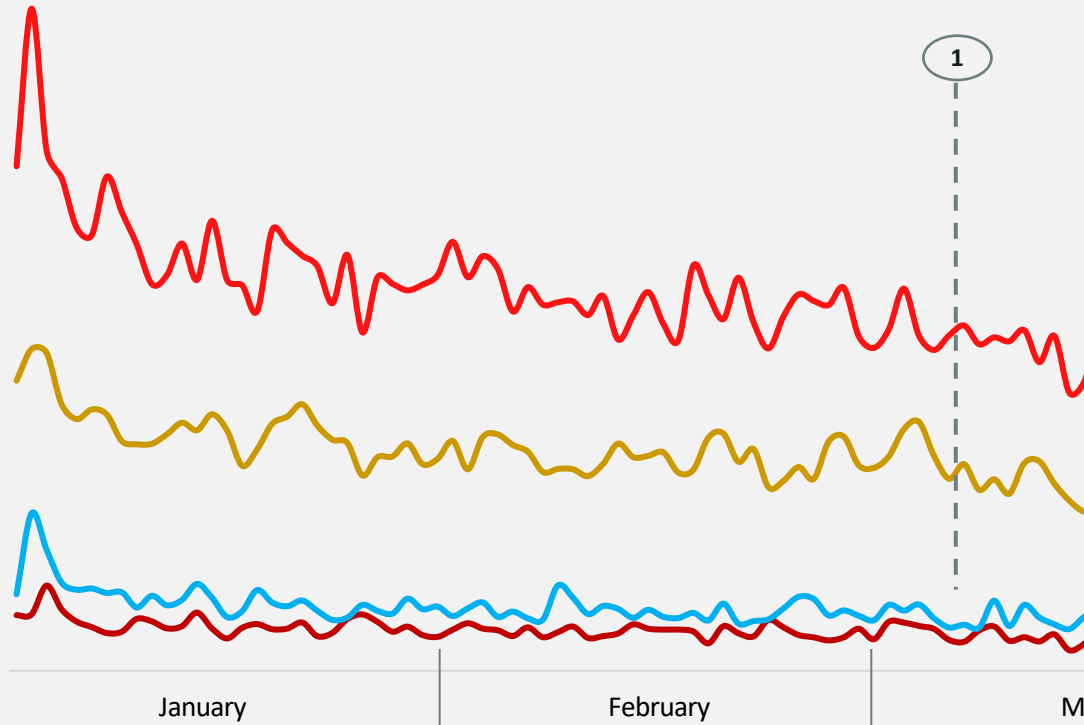
SimilarWeb for Portugal Sessions (Jan to Apr 2020)



January and February were already solid months online sales growths over 50%

A Covid driven Acceleration | Daily Website Traffic vs Main Competitors

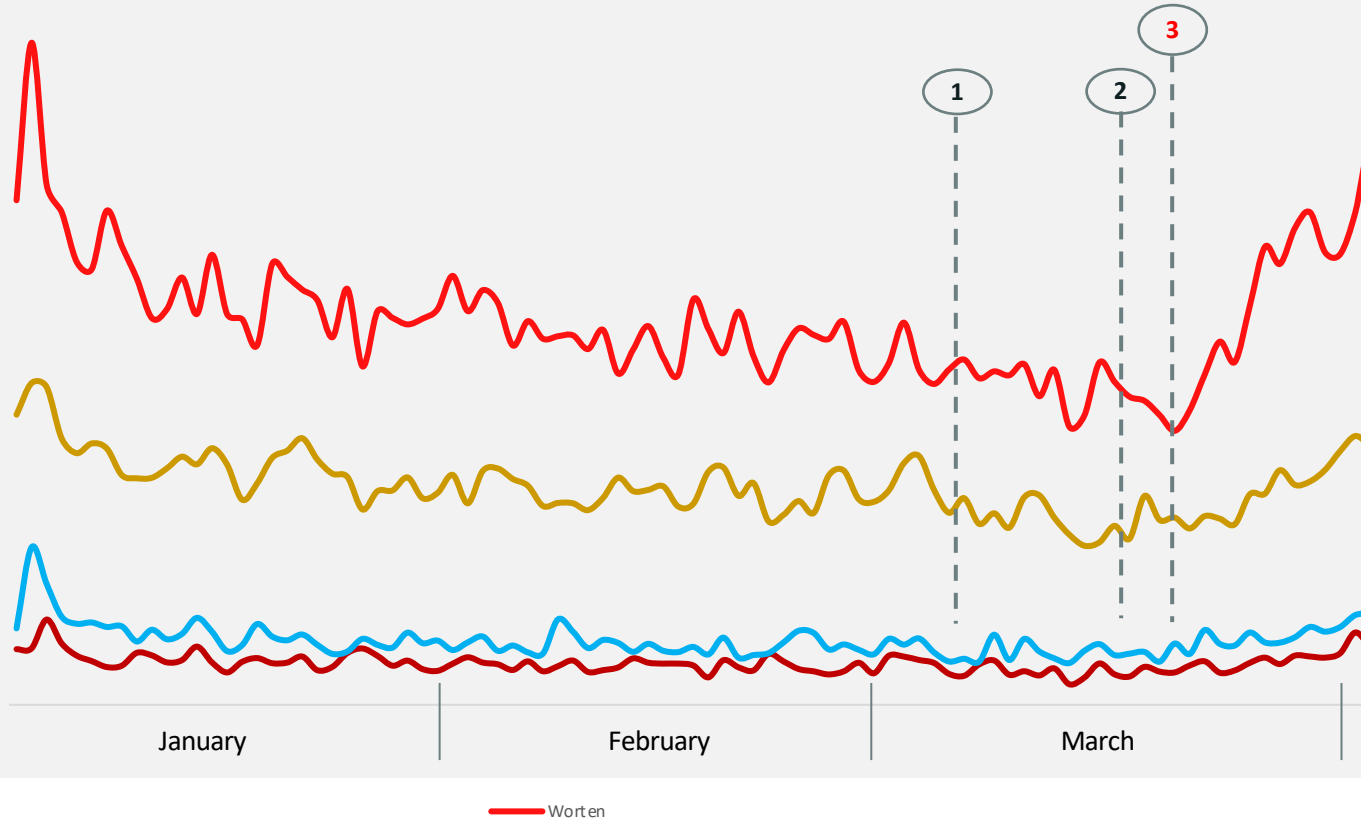
SimilarWeb for Portugal Sessions (Jan to Apr 2020)



1. First Covid Case In Portugal

A Covid driven Acceleration | Daily Website Traffic vs Main Competitors

SimilarWeb for Portugal Sessions (Jan to Apr 2020)

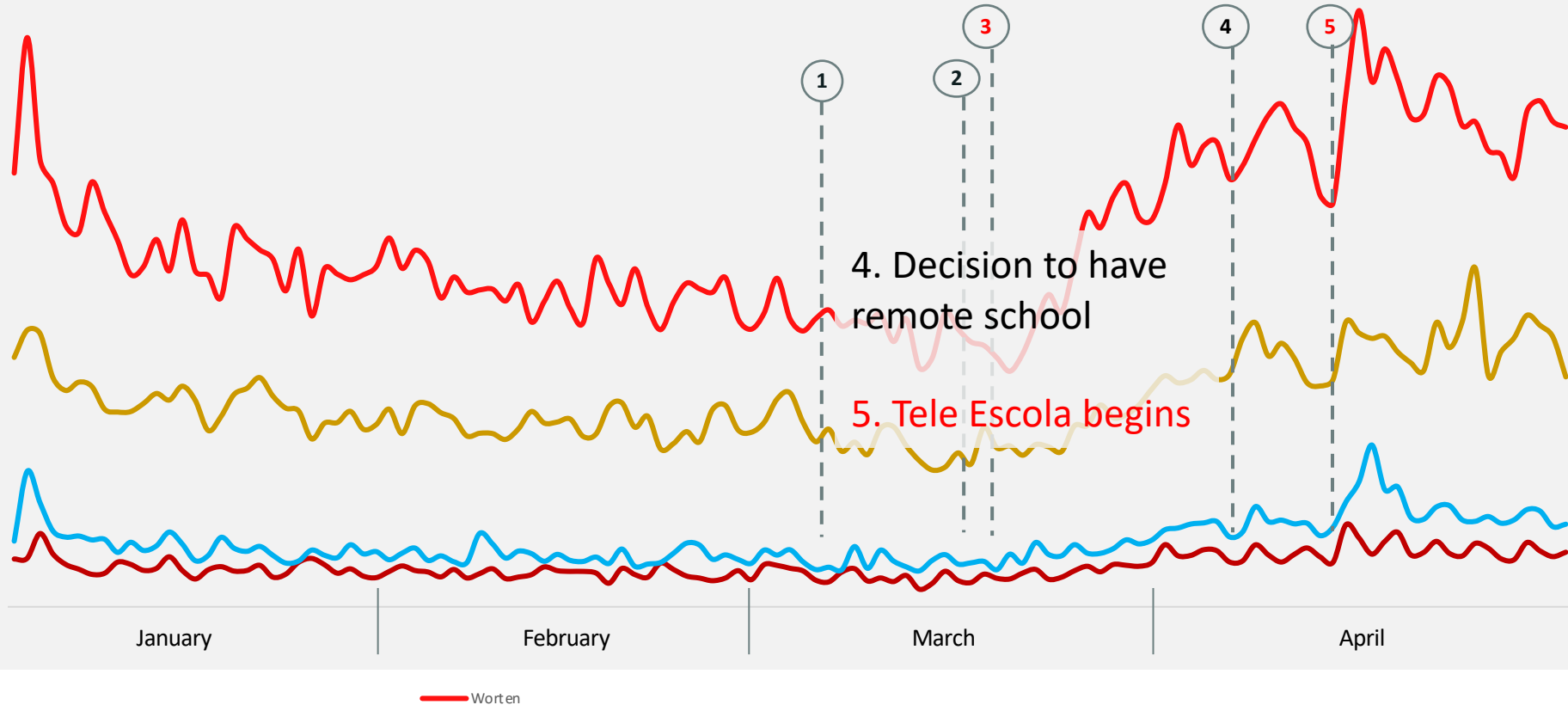


2. Schools closed +
homeoffice

3. State of
Emergency declared

A Covid driven Acceleration | Daily Website Traffic vs Main Competitors

SimilarWeb for Portugal Sessions (Jan to Apr 2020)



Historic Marketshare Gains and coming out of this crisis stronger, both online and offline!

Key success factors a.k.a the main lessons we are taking from this:

1) Quick capacity to adapt and scale up from operations to offering

- Stock availability
- Warehouse operations' scalability
- Increased delivery windows, while maintaining or improving leadtime

2) Quickly understanding customers new urges and the “new” conversion triggers

- Thematic, dynamic approach to commercial offer
- Boost online marketing accordingly

3) Worten's omnichannel response fuelled online!

- Open Stores with Drive thru; Remote assistance; Security measures among many others
- Proximity!! Our “human touch” was even more evident and it rubbed off even more on online

To sum up:

AN AWESOME OMNICHANNEL TEAM!

THANK YOU TO MY TEAM AND ALL WORTEN COLLEAGUES

And thank you for listening 😊

Joana Pina Pereira

May 2020