

How Roomvo revolutionized product engagement for Caesar Ceramiche



About Caesar Ceramiche

Caesar Ceramiche has been a leader in Italian porcelain tile manufacturing since 1988, working with distributors, dealers and the end consumer in over 100 countries around the world.

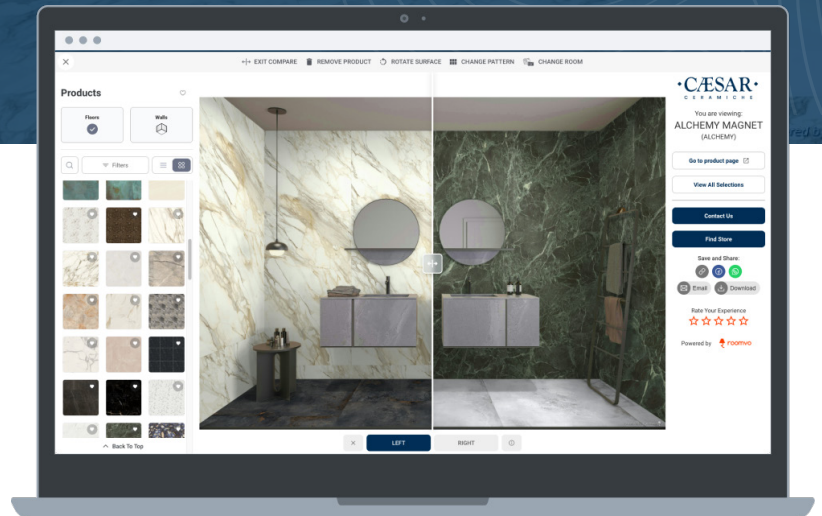
Industry: Tile manufacturer

Products: Floor and wall tile

Founded: 1988

Headquarters: Fiorano Modenese, Italy

Roomvo products: Roomvo Visualizer



The challenge

Caesar Ceramiche faced a dual objective: improve product engagement while maximizing lead generation from both businesses and consumers.

The manufacturer markets and sells to a diverse customer base, including distributors, and dealers. Caesar also markets its products directly to the end consumer, collecting leads and referring prospects to nearby retailers.

Caesar already showcased its products to professionals through advanced design software, but the company realized the need to enhance its tiles products for everyday consumers.

“Private customers were having difficulties in planning their renovations,” said Alessio Testa, digital marketing specialist at Caesar. “We were looking for ways to present our products better — to help consumers imagine our tiles in their space.”

Caesar aimed to drive greater engagement with products on its website while generating as many leads as possible. This brought the manufacturer to Roomvo.

300k

Product views

(March 2022–September 2023)

28k

Website sessions

(March 2022–September 2023)



Alessio Testa
Digital marketing specialist
Caesar Ceramiche



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The solution

Recognizing Roomvo as the industry leader, Caesar partnered with Roomvo in March 2022. Within weeks, the manufacturer had seamlessly integrated the visualizer into its website.

Caesar strategically promotes the visualizer across various channels like digital advertising and social media, spotlighting Roomvo to attract a broader audience to its website.

In addition, the manufacturer harnessed Roomvo to craft marketing materials that vividly showcase its diverse product range in multiple settings. Caesar also introduced Roomvo at its trade show booths, adding QR codes to the back of samples to provide direct links to the corresponding product pages where the visualizer is featured prominently.

Recognizing the value it offered, Caesar extended the benefits of Roomvo to its retail partners, enhancing their experience by affixing QR codes to the samples it distributes to dealers.

The results

Roomvo has been instrumental in generating leads for Caesar and driving traffic to its website. Since Roomvo’s launch, Caesar’s products have garnered over 300,000 views in more than 28,000 website sessions.

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The customer response has been overwhelmingly positive, with Caesar receiving an abundance of positive reviews for its room visualizer.

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Roomvo creates the frictionless shopping experience that customers crave — online and in-store. Our state-of-the-art room visualization platform lets customers preview your products in their own homes, creating a highly immersive, realistic shopping experience that moves shoppers from inspiration to purchase, quickly.