



Audiosales is an Italian distributor of audio, video, lighting and rigging solutions from more than 40 international brands.



Solutions Implemented with SALESmanago

Lead Generation Enhancement

- ✓ Strategic deployment of pop-ups
- ✓ Implementation of targeted forms

Revenue Recovery

- ✓ Sophisticated abandoned cart campaigns
- ✓ Strategic follow-up sequences

Email Marketing Optimization

- ✓ Personalized campaign creation
- ✓ Automated workflow implementation

Advanced Segmentation

- ✓ Custom segmentation rules
- ✓ Automated tagging system

The partnership with SALESmanago delivered exceptional results in less than a year:

Revenue Impact

105%

ROI in the last quarter

148%

increase in total sales

61%

growth in AOV

SALESmanago Attribution

1118%

increase in attributed transactions

110%

growth in attributed sales

141%

improvement in attributed Average Order Value

Email Marketing Performance

26.40%

increase in Open Rate compared to pre-SALESmanago period

16.92%

higher Open Rates for Automation Emails vs Mass Emails

2.73%

boost in Click-Through Rate

Database Growth

30.22%

increase in database size

91%

opt-in rate across the entire database

Consistent monthly growth of **2-6%**

