



500%

ROI for Marketing
Automation implementation

39%

More than 39% supported
last click transactions
was generated by
automation processes

With SALESmanago we were finally able to have all of our ecommerce data on one platform and be able to use it in real time with automated flows.

This has allowed us to offer all customers a customized experience while minimizing the manual effort by my department. The constant conversation with a SALESmanago PM also allows us to add updates each time and enrich our user's customer experience.

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Web Marketing Manager, Borgione



About

Borgione srl is a company with a 50 years tradition of providing educational materials for creative workshops, toys, furnishings for whole families, schools, and private teachers. The mission of Borgione is to stimulate the skills and emotions of children, helping them to pass their childhood happily and to grow up as people ready to create a sustainable future. Borgione does its best to inspire parents, educators, teachers with the products they offer to realize this mission.



Challenges

Communication attractive for recipients
and personalized content,
in the most suitable moment for users

Customer Churn Rate minimisation
and Customer lifetime value improvement

Increase average cart value



SALES  manago



Solutions

Lead generation

- Pop-up to subscribe
- Pop-up to leave birthday data
- Exit pop-up

On Site

- Personal Shopping Inbox
- Recommendation Frame in checkout
- Social Proof Widget
- Consent for web pushes

Automation Processes

- Cross-channel abandoned carts recovery
- Welcome and nurturing program,
- Anniversary program, retargeting program
- Post purchase campaign
- Post visit automation and after adding a product to wishlist

Segmentation

- Segmentation on the base of interests,
- Segmentation on the basis of purchases preferences,
- Segmentation on base of a phase in the customer journey,
- Segmentation on base of the typology of clients (private, business, administration)
- Segmentation RFM

Communication with the client:

- Mass e-mail marketing
- Dynamic and automatic emails
- Web-pushes standard and dynamic
- Pop-up with offers
- On-site communication: recommendation frames, social proof widget



Results in less than one year

500%

500% ROI for Marketing Automation implementation

39%

More than 39% supported last click transactions was generated by automation processes

353%

increase in CTR and 66% increase in OR in automatic e-mails to compare with the mass e-mails

31%

of transactions supported by SALESmanago and 5,5% supported last click transactions

75%

CTR of promotional emails increased by 75%, and OR by 20%

8%

Sales increased by 8% in three months and 6,5% in less than one year



Development opportunities

Customer Preference Center

Prediction Analytics



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