

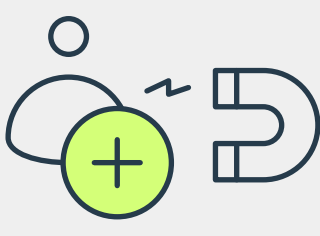
PittaRosso's Data-Driven Marketing Success

PittaRosso, an Italian footwear brand, partnered with SALESmanago to implement key marketing automations and segmentation strategies.

Key Challenges:



Increase email marketing performance

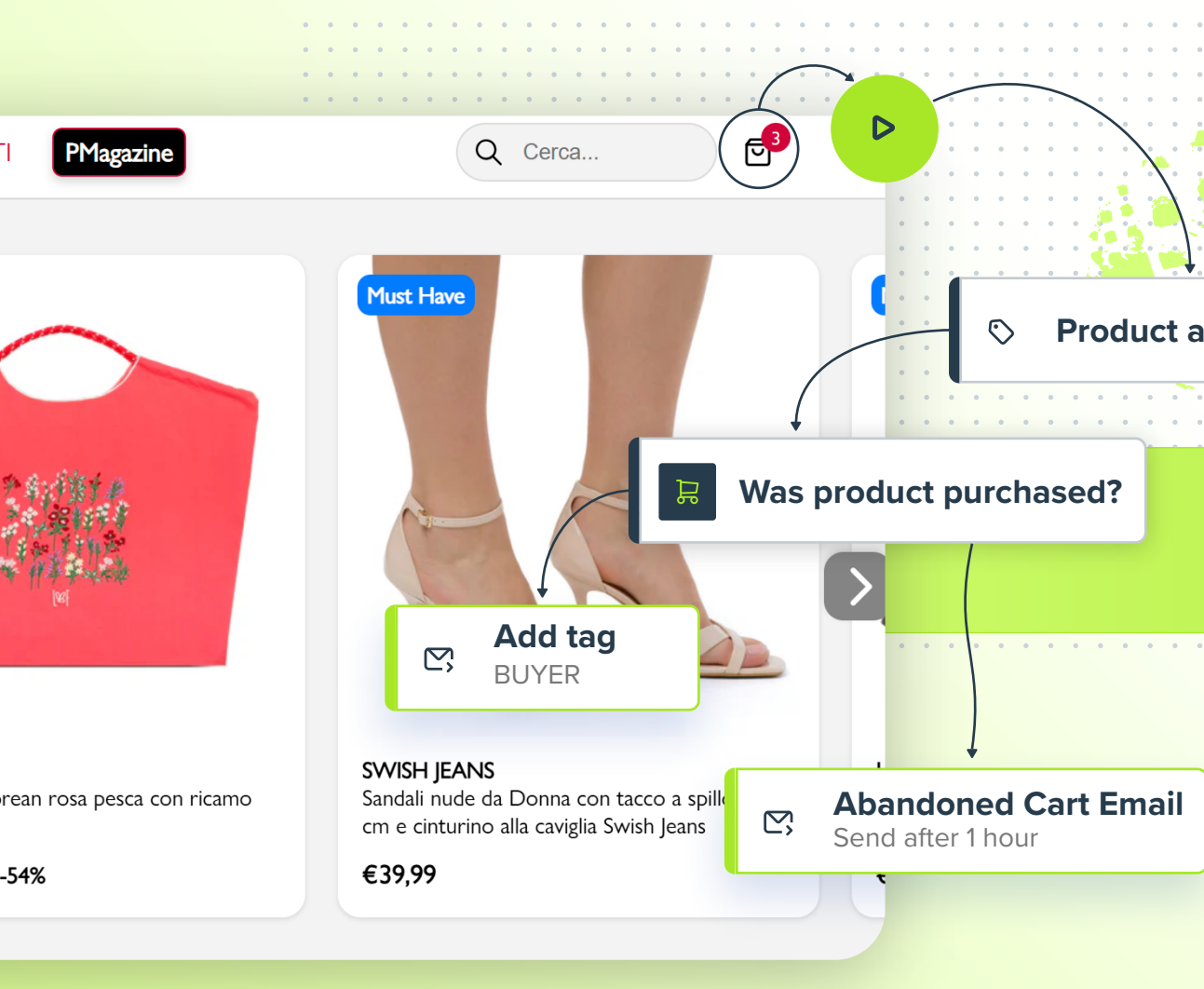


Need for better customer acquisition and retention



Reliance on email as a primary communication channel

Strategy:

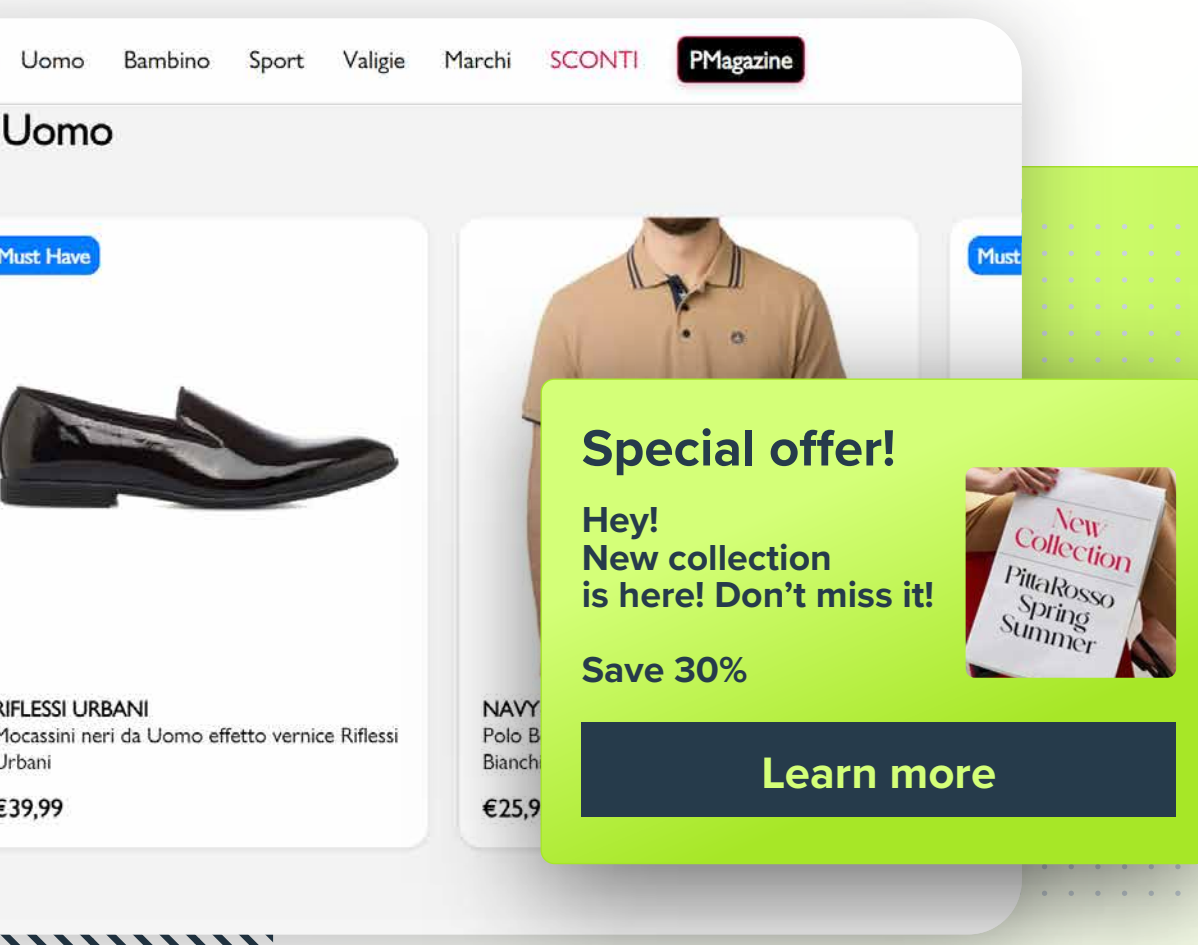
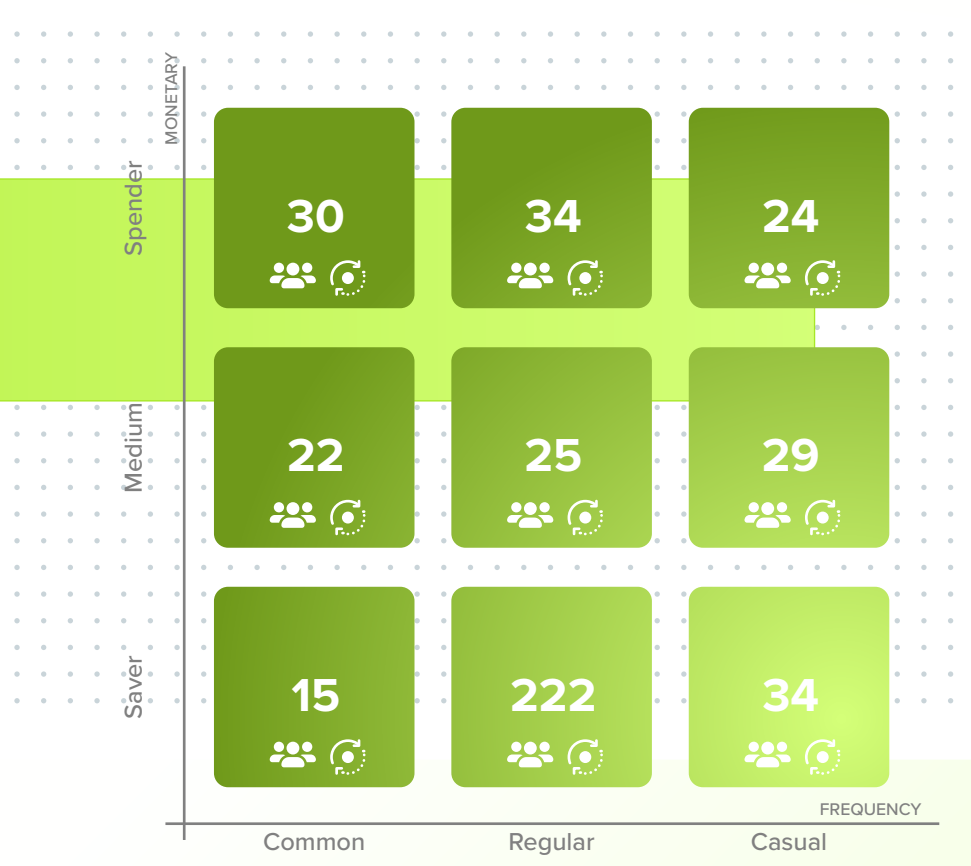


Revenue Growth

Abandoned cart, cross-sell, and winback campaigns

Loyalty

RFM (Recency, Frequency, Monetary) segmentation, birthday campaigns



Channel Expansion

**Web push notifications
Email segmentation**

Key Results:



- **Sales Increase**
+141% in transactions attributed to SALESmanago

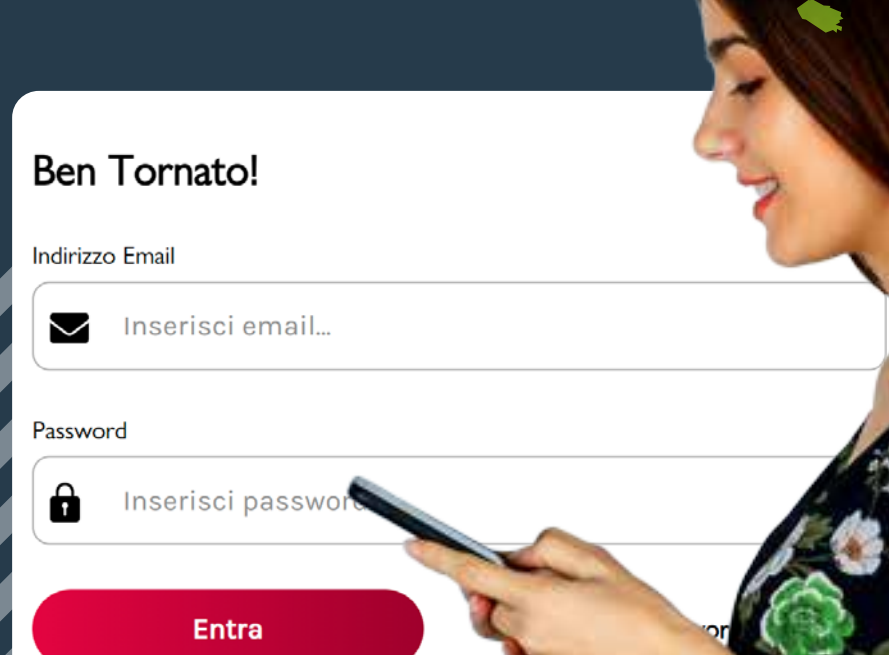
- **Email Marketing**
+1.88% open rate increase for automated emails



- **AOV Growth**
+13% increase in average order value



- **Lead Generation**
1-2% quarterly growth in customer base



- **Return On Investment**

2,007% ROI on SALESmanago platform investment

