

CASE STUDY

SALESmanago Marketing Automation Case Study: E-commerce

Frisco.pl increases the effectiveness of email marketing through the use of advanced automatic segmentation of customers based on information about purchased products and effectively reactivates non-active customers through automated program with discount codes.



Frisco.pl is one of the largest Polish online grocery stores that offers home delivery of purchased goods. According to TotalMoney.pl Ranking from 2016 the shop was named the cheapest online hypermarket in Poland. The store is recommended by 97% of customers.

Challenges:

The main purpose of Marketing Automation implementation was maximally personalized communication with customers based on the high repeatability of purchases and specific product preferences.








Specific objectives:

- ▶ Increasing the number of customers
- ▶ Building clients' behavioral and transactional profiles
- ▶ Dynamic offer adjustment in email marketing and on the website
- ▶ Activation of customers who stopped to make purchases on a regular basis

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Solutions:

-  **Database segmentation**
Segments are created according to customers' website behavior as well as their transactional data. It helps in further content adjustment.
-  **Lead Generation analytics**
By monitoring sources of lead acquisition divided by lead campaigns and specified forms (registration, newsletter, landing page, etc.) the company can analyze their actions' efficiency and evaluate them to increase the conversion.
-  **Personalized communication**
Messages sent from the system level include personal phrases that build direct relation and emphasize the individual character of shopping in this store.
-  **Dynamic banners**
Thanks to customer segmentation company can adjust advertorial banners' content to customer's interests (proper selection of promotions and offers).
-  **Progressive contact forms**
A client leaves a phone number in a contact form to receive some assistance while shopping. During the conversation, an expert can ask for more detailed data and permission for marketing communication.
-  **Dynamic 1-to-1 emails**
After a visit not finished with a purchase, a client receives an automatic email with browsed products encouraging to return to those products.
-  **Saving abandoned carts**
Consumers who started the purchase on the Frisco.pl website but didn't finish the transaction receive a message reminding them of products left in the cart so they can easily return to them.

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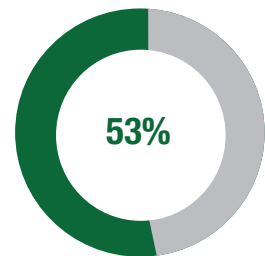
Results:



916% higher CTR and 182% higher OR for dynamic reactivating emails with discount codes



400% higher CTR and 145% higher OR for abandoned carts emails



53% higher OR for mass communication - comparing to the market average values

Options of further development:

- ▶ Using the RMF Analytics module to build dynamic customer segments based on the time of the last purchase information, purchase frequency and the amount of money spent by customers
- ▶ Facebook Integration - lead acquisition and retargeting ads management on the social platform
- ▶ Web push implementation - possibility of reaching the anonymous visitors with the information about new offers and deals via web browser notification

“Thanks to SALESmanago we can manage our customers’ profiles wisely and efficiently, and thus target the relevant content in a more precise way. It makes event mass newsletters fitted to our clients’ interests, so they open the emails more willingly. They visit our website knowing that they will quickly find what they need.”



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