

[PORTA]

84%

open rate (OR)

48%

click-through rate (CTR)

Results on the implementation of the dynamic campaign based on the behaviors on PORTA's website

There are no unattainable results! A well-coordinated and cooperating team is the basis of success and the cooperation between PORTA KMI POLAND x SALESmanago is a best proof.

Iryna Maidańska
Senior Marketing Automation Specialist
PORTA KMI POLAND



About

PORTA is a prominent Polish brand, that specializes in manufacturing and distributing doors across Europe. For 30 years the company's experts have been reaching for the latest technologies and trends, tracking world design innovations and adapting them to the local needs. Since its inception, PORTA has made a significant mark in the European market, delivering quality and innovation in its products.

[Visit their website >](#)

SALESmanago Partnership

In April 2022, PORTA embarked on a digital transformation journey by partnering with SALESmanago. Opting for a single-tenant environment, they leveraged SALESmanago's array of marketing tools despite not operating an eCommerce platform. Their strategy included utilizing eCommerce functionalities, such as recommendation frames, crafted by SALESmanago's Custom Design Team, to enhance customer engagement.



Challenges

PORTA sought to harness SALESmanago's capabilities to overcome the lack of an eCommerce platform. Their goals included enhancing email marketing metrics, segmenting their diverse client base (spanning both B2B and B2C sectors), and intensifying their lead generation and nurturing efforts.





Solutions

Here's a deeper look into the solutions implemented:

Lead Nurturing Campaigns:

At the heart of PORTA's strategy were the lead nurturing campaigns, triggered when a user showed interest in specific content, like downloading an eBook. This interest initiated a series of personalized emails, each containing recommendation frames tailored to the user's preferences and past interactions. All have been carefully crafted to align with the user's journey and interests, thereby enhancing engagement and potential conversions.

Custom Recommendation Frames:

A key feature was the utilization of custom recommendation frames based on users' browsing history. These frames, dynamically updated, were incorporated both on the website and within automated emails. Imagine a user visiting a door design page; the subsequent email they receive would include recommendations related to similar styles or complementary products, creating a seamless and personalized browsing experience.

Email Marketing with Tag-Based Segmentation:

PORTA leveraged SALESmanago's advanced tagging and segmentation capabilities to send highly targeted emails. By categorizing their audience based on specific tags related to their interests, behaviors, and interactions, PORTA could deliver content that resonated more deeply with each segment, significantly improving open rates (OR) and click-through rates (CTR).

Dynamic Segmentation Matrix:

Beyond simple tags, PORTA utilized a dynamic segmentation matrix based on evolving behaviors and preferences, ensuring that the marketing messages remained relevant and timely, thereby enhancing engagement and potential conversions.



Solutions

Pop-Ups:

Pop-ups on the website served as an effective lead-generation tool. These weren't intrusive but appeared contextually, offering additional value like exclusive content for potential customers

B2B Client Alerts:

Recognizing the distinct needs of B2B clients, PORTA implemented specialized alerts. These alerts were designed to provide business clients with timely updates, offers, or information relevant to their specific business needs, enhancing the B2B customer experience and loyalty.

The approach PORTA and SALESmanago took was a blend of technology and customer-centric marketing. By leveraging a range of tools from personalized email campaigns to dynamic web content, the Client not only addressed the immediate challenge of not having an eCommerce platform but also set a new standard in personalized customer engagement in their industry.





Results

SALESmanago's intervention led to remarkable outcomes. Even without an eCommerce setup, PORTA's campaigns echoed online retail strategies. One campaign achieved an impressive 84% open rate (OR) and a 48% click-through rate (CTR) - implementation of the dynamic campaign based on the behaviors on PORTA's website.

84%

open rate (OR)

48%

click-through rate (CTR)

An average OR of **33.36%** and CTR of **14.09%** in Q3 2023, attributed to automation rules

High-performing individual campaigns - f.ex workflow-based lead nurturing with an OR of **43.19%** and CTR of **7.19%**.

70,66%

Visitors to the PORTA website are interested in its digital products, such as e-books or a door configurator. Adapting e-mail communication to the behavior of visitors was a good choice. Because of that, some of the campaigns enjoy great responses from recipients that are visible in the statistics. OR in Q3 2023 was approximately 70-80%. CTR generated for one of these campaigns was as much as 70.66%!

Are these stats possible to measure and increase using SM?

[Yes, here is how >](#)



Future Prospects

PORTA plans to expand its digital strategy by incorporating more XML file-based scenarios and campaigns informing about the re-availability of the product collection, further enhancing customer engagement and personalization.

PORTA's case is a testament to how traditional businesses can successfully integrate advanced digital marketing tools to elevate customer engagement and loyalty, even in the absence of an eCommerce platform.

Katarzyna Wenglorz
Senior Customer Success Manager
at SALESmanago



SALES  **manago**