

# Beauty & Pharma Industry Case studies

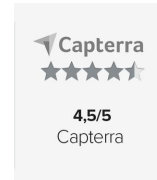
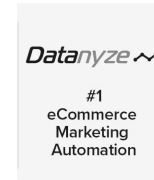
The image displays three overlapping screenshots of the Salesmanago dashboard. The top-left screenshot, titled "Analytics & Optimization", shows a "Total sales: Cross Channel Attribution" bar chart with a "Comparison: Total sales (new)" of 0.64% and a "Details and Tags" sidebar. The top-right screenshot, titled "Omnichannel Workflows", shows a complex flowchart of customer journeys. The central screenshot, titled "360 Single Customer View", provides a comprehensive profile for "John Brown" (john.brown@ourapple.com), including contact details, a "Score" of 351, and a timeline of interactions such as "External event", "Added to segment", "Text message", and "Website visit". It also features an "eCommerce" section with metrics like "Total purchase value" (543.98) and "Number of transactions" (13), along with "Recent purchases" of a lamp, a succulent, and a houseplant.



# Join the community of customer's favourite Beauty & Pharma brands using Customer Engagement Platform

Enjoy the all-in-one marketing solution enabling to tailor unique set of campaigns and processes adapted by each eCommerce brand according to their needs. Choose among dozens available use cases and craft your own strategy of Customer Engagement.

Learn how Europe's known beauty & pharma brands use the potential of SALESmanago.



# Create unforgettable buyer journeys that span every digital touchpoint

## Campaign Management



Send newsletters



Campaigns in SALE items



New Arrivals/New Collection /  
Black Friday / Christmas



Birthday campaigns /  
Personalized Coupons



Special offers for loyalty tiers



Campaigns for at risk of churn  
customers

## Website Experience



Product recommendations



Personalized lead generation  
pop-ups and forms



Web push consent forms with  
tailored visuals



Encourage buying with Social  
Proof



Personalized banners



Live chat with Chatbot



Personal Shopping Inbox for 1:1  
offerings

## Customer Journey Automation



Onboard new users



Recover Abandoned  
Shopping Carts



Retarget visitors regarding  
their interests



Collect feedback after the  
purchase



Build product refill and  
win-back journeys



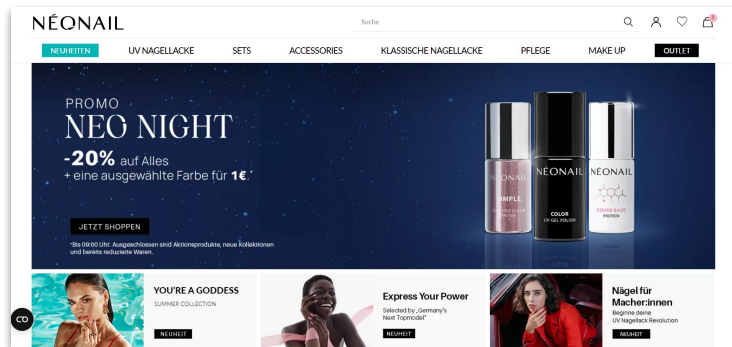
Automate Loyalty program  
messaging

# NEONAIL

Customer Database: 215k

## About the company:

The brand, part of the Cosmo Group company founded by Kamila and Artur Blazejewski, was created over 10 years ago. NEONAIL is a leading brand on the Polish market for hybrid varnish and offers a wide range of nail care and beauty products. NEONAIL was created for customers who attach great importance to beautiful-looking hands.



neonail.de

## What makes it special with SALESmanago

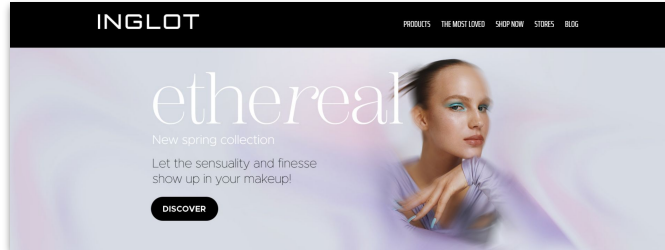
- Graphic pop-ups are commonly used in various contexts, such as advertisements, notifications, alerts, or interactive user interfaces. They provide additional information, prompt actions, or display important messages to the user. NEONAIL, through SALESmanago's Lead Generation channel, displays graphic pop-ups with a redirect to a blog page. Customers can find inspiration there for their next perfect manicure. These pop-ups also inform customers about free deliveries, new promotions, and great offers available on the site.
- NEONAIL customer interest surveys are questionnaires designed to collect information from customers regarding their preferences, needs, and opinions related to the NEONAIL products and services. As a brand that offers nail care and beauty products, NEONAIL asks customers about their preferences for devices and polishes. They also inquire about customer satisfaction with the use of products and Neonail's level of service.
- Based on the information gained and the appropriate segmentation of its customer base, NEONAIL is able to target customers effectively through SALESmanago. NEONAIL regularly sends out mailings using email templates that include product frames. This ensures visually appealing and clear messages, along with visible call-to-action buttons.

# INGLOT

**Customer Database: 30k**

## About the company:

Inglot is a brand that values individuality. They strive to create as many opportunities as possible to connect with customers, both in-store and online. This is why makeup enthusiasts can find them in 90 countries and over 950 locations. They have collaborated with renowned designers and fashion houses from around the world, such as Kenzo and Coach. Over the years, they have also partnered with Broadway musicals in New York, serving as the makeup partner for productions such as Mamma Mia!, Chicago, The Lion King, and Wicked.



inglot.pl

## What makes it special with SALESmanago

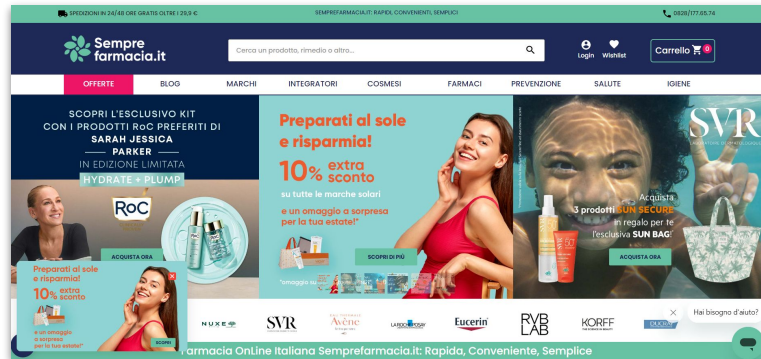
- Inglot leverages SALESmanago's live chat feature to provide professional guidance to potential customers, ensuring personalized advice tailored to their specific needs. Depending on the customer's inquiry, the chat is directed to the appropriate group of consultants, such as makeup artists.
- Utilizing SALESmanago, Inglot strategically sends dynamic emails to customers at optimal times, such as after cart abandonment or website visits. This targeted approach allows Inglot to effectively nurture leads and significantly increase the chances of successful transactions.
- By leveraging SALESmanago, Inglot promotes its bestselling collections through visually captivating graphic pop-ups. These eye-catching displays enhance visibility and generate interest among customers, effectively showcasing the brand's top-performing products.
- Recognizing the importance of maintaining strong customer relationships beyond the point of purchase, Inglot implements targeted and personalized post-purchase campaigns through SALESmanago. These campaigns include exclusive offers that make customers feel valued and encourage them to continue their relationship with Inglot.
- By implementing these strategies through SALESmanago, Inglot elevates its customer engagement efforts, ensuring that each interaction is tailored to individual preferences and needs.



Customer Database: 400k

### About the company:

Semprefarmacia is an Italian online pharmacy that understands the importance of convenient access to medications and healthcare products. With their user-friendly online platform, customers can easily explore an extensive range of products, including medications, health supplements, personal care items, and more.



www.semprefarmacia.it

### What makes it special with SALESmanago

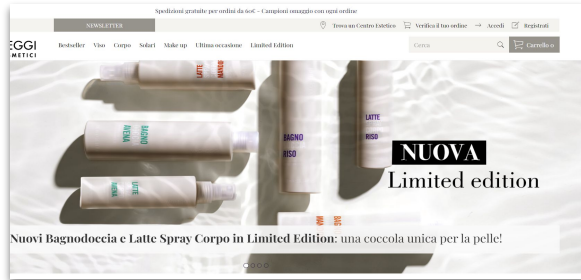
- Thanks to a two-stage newsletter subscription form provided by SALESmanago, Semprefarmacia is able to effectively grow its customer database and collect valuable first-party data without making the process overly complicated. By striking a balance between user-friendliness and data collection, Semprefarmacia ensures a seamless experience for their customers while enhancing its marketing capabilities.
- Semprefarmacia maintains interest in their products through an effective email after-visit strategy. With the assistance of SALESmanago, they track whether a customer has opened the first email. If the customer has not opened the first email, a second email with a different subject is sent, ensuring better chances of capturing clients' attention and maintaining engagement.
- Semprefarmacia has implemented an intelligent process to recover abandoned carts. Initially, they send a first email with a product proposition, aiming to persuade the customer to complete their purchase. If the first email does not result in conversion, a second email is sent, offering the customer a promotion code. This strategic approach provides an extra incentive for customers to make a purchase, effectively recovering abandoned carts and boosting sales for Semprefarmacia.

# VAGHEGGI

Customer Database: 25k

## About the company:

Vagheggi is an Italian company that specializes in producing and distributing professional cosmetics. It was founded in 1975 by Mrs. Vagheggi and has since gained a reputation for its dedication to natural and sustainable beauty solutions. The brand offers a wide range of skincare products, including cleansers, moisturizers, serums, masks, and treatments designed to address various skin concerns. Vagheggi utilizes natural and plant-based ingredients, combining traditional wisdom with advanced scientific research to create effective and high-quality formulas.



shop.vagheggi.com

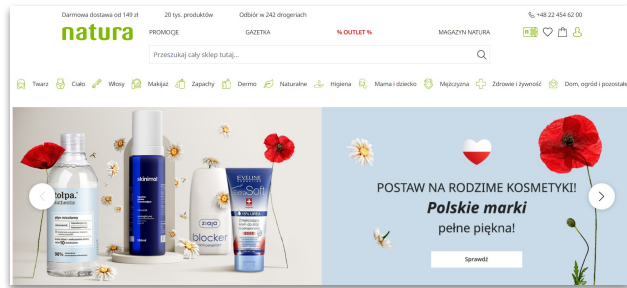
## What makes it special with SALESmanago

- Vagheggi has implemented a newsletter sign-up form, which provided an opportunity to capture email addresses and expand their subscriber base. Having a high-quality group of subscribers allows the company to regularly communicate with customers, promote products, and nurture relationships.
- With the assistance of SALESmanago, Vagheggi has the ability to execute a series of welcome and customer education emails. These emails convey knowledge about Vagheggi's products, which have a rich history, and help customers understand them. By initiating this communication, Vagheggi can begin to build relationships with their new customers, foster a sense of trust, and promote loyalty. The messages also serve as a guide for customers in navigating through the range of products. Through warm and personalized welcome messages, Vagheggi aims to establish strong connections with their customers.
- By implementing social proof visit widgets, Vagheggi has successfully increased customer engagement. These widgets display the number of people who have visited the site or specific web pages, creating a sense of curiosity and intrigue. When visitors see that others have already explored the site, they are more likely to delve deeper and engage with the content.

## Customer Database: 2m

### About the company:

Drogerie Natura, one of the largest chains on the Polish cosmetics market, has been dedicated to meeting customer expectations for 25 years. With a commitment to continuously adjusting its product offerings, Natura ensures that customers have access to a wide range of options. The stores feature leading brands as well as exclusive assortments that can only be found at Natura's salons. With a strong presence of over 246 stores throughout Poland, Drogerie Natura has successfully established itself as a prominent player in the cosmetics industry in the country.



drogerienatura.pl

## What makes it special with SALESmanago

- Drogerie Natura implements advanced contact segmentation strategies to enhance their marketing efforts. Through automatic segmentation, Contacts are categorized based on their membership in the Natura Club, visits to specific cosmetic categories, and preferences for favorite and frequently purchased brands. Dynamic segments further refine the customer base by considering website visits, shopping cart activity, and purchase history. These segmented groups allow Drogerie Natura to deliver tailored communication to interested Contacts, resulting in improved conversion rates and increased purchases.
- Drogerie Natura employs a multi-channel communication approach to connect with their Contacts. They utilize email marketing, SMS communication, and web push notifications to reach a wider audience. These channels serve both mass mailings and personalized 1-to-1 interactions, fostering greater customer engagement and loyalty.
- Utilizing the machine learning module and analyzing behavioral data from customers' 360 profiles, Drogerie Natura effectively showcases recommendation frames featuring products that align with customers' interests. This personalized approach increases the likelihood of making a purchase and enhances the overall customer experience.
- Drogerie Natura implements automatic winback campaigns and utilizes coupons to incentivize repeat purchases, activating their customer base and fostering increased loyalty.
- Drogerie Natura utilizes birthday emails to build trust in their brand and demonstrate appreciation for their customers, further strengthening customer relationships.

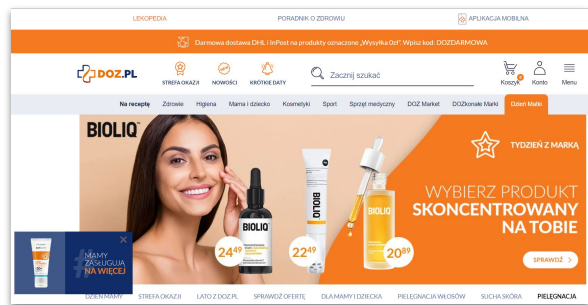




Customer Database: 3,2m

### About the company:

DOZ.PL is Poland's largest and most advanced health portal that integrates expert knowledge in preventive healthcare, pharmaceuticals, and medical care with a vast selection of products offered at competitive prices. With an extensive range of over 20,000 products, DOZ ensures the broadest assortment available, including medicines, cosmetics, and medical equipment. The company's core principles revolve around health and customer satisfaction, which is why they have created a platform that combines expertise, care, and dedication in one place.



www.doz.pl

### What makes it special with SALESmanago

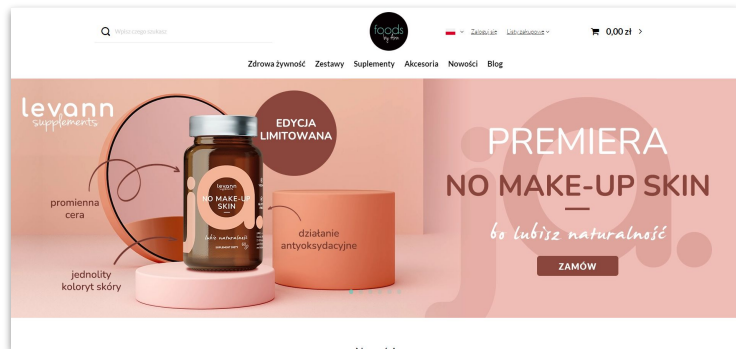
- DOZ utilizes advanced behavioral and transactional segmentation to precisely target the interested customer base with its communications. By leveraging dynamic pop-ups that align content with the information page, DOZ effectively converts traffic from information pages to product pages, reaching interested customers and driving sales.
- DOZ utilizes purchase information to send end-of-product notifications, aiming to increase customer loyalty and ensure continuous access to their products.
- To boost the sales of its private label products, DOZ implements automated workflow campaigns to notify customers about the availability of alternative products. This strategy enables them to sell more private label items, assuring customers of the appropriate quality and pricing of these products.
- DOZ increases the value of purchases by using dynamic recommendation frames on the shopping cart page. These frames suggest additional products to customers, helping them reach the threshold for free delivery.
- To reactivate inactive Contacts and encourage first-time purchases, DOZ implements automatic campaigns that include coupons. These campaigns target both inactive Contacts and new Contacts who have yet to make their first purchase.
- To enhance trust in its products, DOZ implements a social proof widget.



**Customer Database: 190k**

### About the company:

The Foods by Ann brand was established in 2016, with the concept originating in the kitchen. The brand's website offers a wide range of valuable, natural foods that are free from artificial additives and supplements. These products serve as healthy alternatives to conventional food options found in the market. The company actively advocates for a healthy lifestyle and encourages proper eating habits.



foodsbyann.com

### What makes it special with SALESmanago

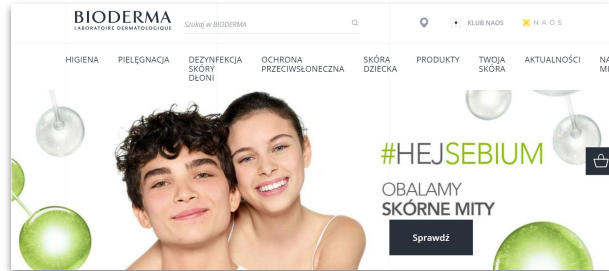
- With the help of SALESmanago, Foods by Ann strategically incorporates recommendation frames on its product pages to promote cross-selling and drive additional sales. By showcasing related or complementary products within the same frame, they effectively encourage visitors to explore and consider additional options, potentially increasing the average order value. The recommendation frames are designed to maintain consistency in terms of colors, fonts, and shapes, reinforcing the brand identity.
- Foods by Ann leverages cross-selling and up-selling opportunities by sending targeted emails to customers at the end of product use. This strategic timing serves as a reminder for customers to replenish their inventory. The emails include visually appealing product frames showcasing the relevant products, serving as a gentle reminder of their previous purchase and encouraging customers to make additional purchases.
- With the implementation of discount coupons, Foods by Ann seizes the opportunity to attract new customers and foster loyalty among existing ones. These coupons serve as powerful tools to support conversion, as well as upselling and cross-selling initiatives. Foods by Ann not only sends discount coupons to new customer but also implements a rewards system to re-engage inactive customers and recognize the loyalty of highly active ones.



## Customer Database: 140k

### About the company:

NAOS, a company from France, is dedicated to meeting essential customer needs in the areas of health, beauty, and well-being. With its visionary outlook and strong values, NAOS has established itself as the 60th largest cosmetics company globally. Through collaborations with leading scientists and industry pioneers, NAOS has developed an innovative approach that focuses on ecobiology principles, creating products tailored to specific needs. This revolutionary concept has given rise to renowned brands such as Bioderma, Institut Esthederm, and Etat Pur, positioning NAOS as a significant international player in the skincare industry.



naos.com

## What makes it special with SALESmanago

- The progressive development of user profiles supports sales by enabling personalized discount adjustments. Customers have the opportunity to enhance their profile information by providing various data. Depending on the completeness of the data provided, customers receive automated messages offering additional discounts on their purchases.
- Naos Poland utilizes declarative data to deliver product recommendations, even without an online store. For the promotional campaign of Esthederm's exclusive creams, a Landing Page was used to research the potential customer's skin needs. Based on the provided data, a personalized cream recommendation was presented. Users also had the opportunity to receive samples of the cosmetic for at-home testing by providing address information.
- The utilization of Landing Pages and personalized message content through Contact Card details automates the process of organizing webinars and online events by Naos Academy.
- Personalized Lead Nurturing involves creating automatically tailored educational cycles for individuals who provide their data through forms. These cycles offer additional guidance on recognizing skin types and implementing effective care methods. The objective of these initiatives is not solely focused on sales, but rather on stimulating user engagement, fostering interactions with the brand, and encouraging active participation on the website.

# Contact us and learn more use cases for your industry

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www.salesmanago.com

