

Home & Garden Industry Case studies

Analytics & Optimization

Total sales: Cross Channel Attribution

Omnichannel Workflows

360 Single Customer View

John Brown
john.brown@ourapple.com
419-457-2471
Email Home Centers

Score: 351

543.98 Total purchase value
41.84 Average cart value
13 Number of transactions

Recent purchases

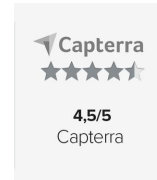
- 22 DREYFUS LAMP
- 6.2 MANILA PLANT
- 9.9 BICOCA PLANT



Join the community of customer's favourite Home & Garden 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 home & garden brands use the potential of SALESmanago.



What is our Value proposition for you... What does SM offers you...

Business Approach

Take full ownership without relying on external providers

- Focus on Zero Party Data and owning relationships with your customers
- Exploit and expand within your own marketing assets and owned channels
- Customer Success Proactive team without additional fees

Technology

Become fully independent and maintain impact

- No-code, Low Code approach, 90% self service execution
- Ready made plugins and integrations
- Super flexible automation framework that never requires any customization

Cost Structure

Attractive Cost ensuring very quick and sustainable ROI

- Very attractive TCO (Total Cost of Ownership)
- Price dependent on the size of business
- Very simple and transparent pricing
- Flexible packages depending on needs and challenges

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



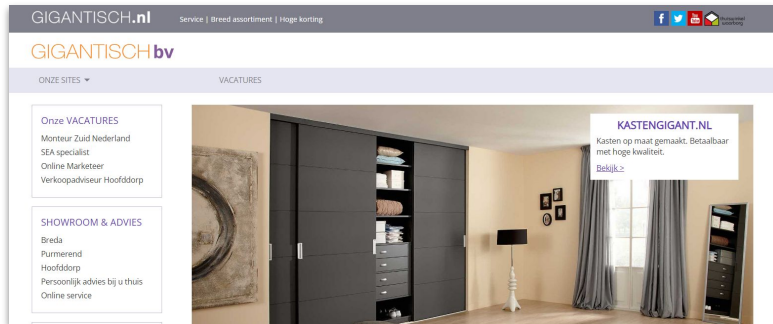
Automate Loyalty program
messaging

GIGANTISCH bv

Customer Database: 120k

About the company:

Gigantisch is a Dutch company that specializes in cabinets, doors, windows, and kitchen renovations. Founded in 2004, the company has assembled a team of 35 professionals who are dedicated to the Gigantisch concept. Customers have the convenience of using the user-friendly configurators on the company's website or visiting any of their three expansive showrooms located in Breda, Purmerend, and Hoofddorp (Netherlands). Gigantisch also sells to Belgium and Germany.



www.gigantisch.nl

What makes it special with SALESmanago

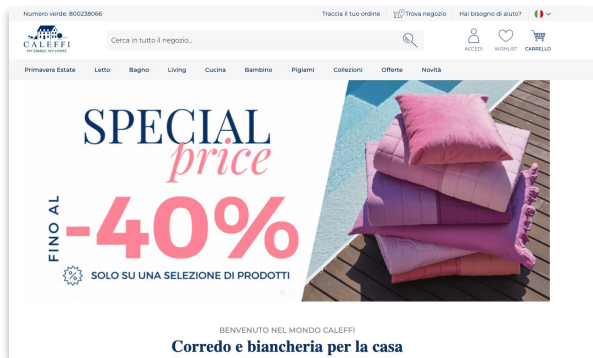
- Gigantisch leverages SALESmanago to centralize customer data and implement multi-channel customer segmentation. This integration allows the company to gather and analyze data from all five stores, providing valuable insights into customer behavior and preferences.
- By utilizing SALESmanago, Gigantisch can enhance the user experience through customized pop-ups and the collection of zero-party data. This enables them to offer personalized promotions that drive conversions and foster long-term customer relationships.
- The Workflow automation tool empowers Gigantisch to create personalized and targeted email campaigns based on user behavior, increasing engagement and maximizing return on investment. Additionally, Gigantisch keeps customers informed about their loyalty program points, incentivizing repeat purchases and cultivating brand loyalty.
- The SALESmanago platform facilitates data collection and contact segmentation, enabling Gigantisch to build comprehensive 360-degree customer profiles. This capability allows the company to execute both mass campaigns and highly targeted initiatives.



Customer Database: 465k

About the company:

Caleffi, with a rich history of 60 years, is a group comprising iconic home fashion brands such as Caleffi, Mirabello, and Carrara, as well as brands with exclusive licenses like Cavalli, Trussardi, and Diesel. The Group operates its own production plant and maintains a distribution network spanning over 2,000 points of sale in Italy and 600 stores worldwide.



caleffionline.it

What makes it special with SALESmanago

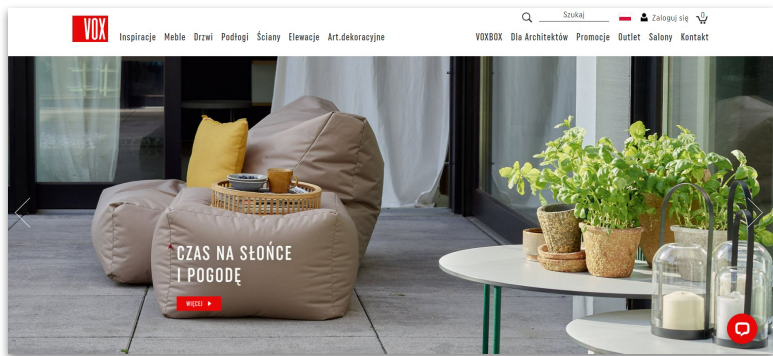
- Thanks to SALESmanago, Caleffi is able to gather all online and offline purchases, enabling them to create a comprehensive 360° profile of their customers. This segmentation, based on interests, location, activity, and purchase preferences, allows Caleffi to tailor personalized offers for each customer.
- Caleffi employs a substantial set of automations, including abandoned cart recovery, welcome campaigns, winback campaigns, birthday campaigns, offers for customers using specific payment methods, creation of Google Ads Groups, and automatic messages via WhatsApp. These automations play a crucial role in engaging customers and facilitating multichannel interactions. By delivering content at the right time to the right users, Caleffi ensures effective communication and enhances customer engagement.
- SALESmanago is not only utilized for communication purposes but also for on-site activities such as implementing a social proof widget, web pushes, and recommendation frames powered by AI.
- Thanks to the implementation of pop-ups, forms integrated into the footer, and a welcome campaign, Caleffi has experienced a 25% increase in their database within a year.



Customer Database: 164k

About the company:

VOX is a leading interior design brand in Poland, known for its innovation and excellence in the furniture industry since 1989. With a wide range of unique and complementary products and services, VOX has become a go-to choice for furnishing apartments and houses with style and functionality.



www.vox.pl

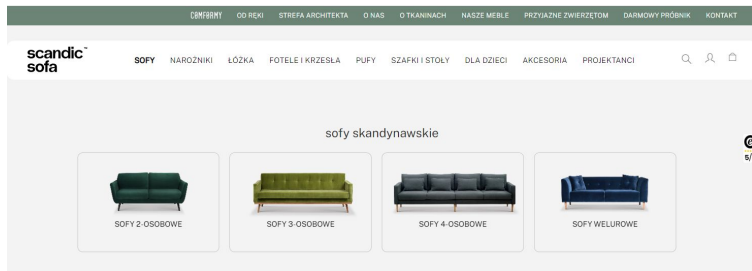
What makes it special with SALESmanago

- VOX utilizes a post-purchase automated email campaign with the purpose of encouraging customers to share their individual product choices on Instagram. The primary goal of this campaign is to enhance visibility and expand the brand's reach on the platform. To achieve this, VOX kindly requests customers to include a specific tag when sharing their VOX products on Instagram.
- VOX has implemented a campaign utilizing the SALESmanago Customer Engagement Platform to rescue abandoned shopping carts. The primary objective of this campaign is to persuade customers to return and complete the transactions they had left unfinished in their carts.
- VOX leverages personalized and automated welcome emails to engage new clients and nurture their interest. By utilizing individual preferences, these emails are tailored to create a customized experience for each customer. This campaign is designed to enhance customer loyalty and sustain interest right from the moment of sign-in. Through this approach, VOX aims to build a more engaging relationship with customers, fostering loyalty and keeping them interested in the brand from the very beginning of their interaction.

Customer Database: 50k

About the company:

Scandicsofa, a Polish company, has been dedicated to designing and manufacturing furniture for the Polish, British, and Scandinavian markets for a decade. The furniture is handcrafted in a local facility using premium beech wood sourced from Austria. The company collaborates with renowned fabric manufacturers from Belgium and Italy. Scandicsofa specializes in Scandinavian style furniture, seamlessly blending classic lines with contemporary design. Their beautiful forms, vibrant colors, and diverse range of shades satisfy even the most discerning customer tastes.



scandicsofa.pl

What makes it special with SALESmanago

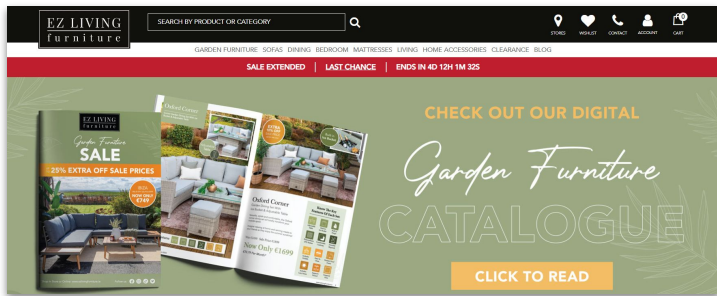
- Scandicsofa utilizes a multichannel approach to reach out to customers with dynamic recommendations following an abandoned shopping cart. Cross-selling mechanisms, integrated within recommendation frames, are already employed during the initial phase of the campaign, when the user is browsing the product card. Pop-ups are strategically displayed after the user clicks on the button to add a product to the cart, presenting curated sets of furniture that align with their preferences. During the moment of heightened interest in the product, Scandicsofa maximizes the opportunity for effective cross-sell.
- A significant portion of buyers consists of customers who request a free fabric sampler. By dynamically adjusting the timing of personalized Lead Nurturing campaigns, Scandicsofa effectively enhances sales conversions within this group.
- The implementation of Website Automation Rules and personalized Lead Generation tools has a significant impact on the acquisition of subscriptions from key user groups. Users who are monitored without newsletter consent receive a different benefit for subscribing to the newsletter than those visiting the site for the first time or who have already ordered a free fabric sampler.



Customer database: 63k

About the company:

EZ Living Furniture, founded by the Dilleen family in Galway in 1998, is a well-known Irish retail brand with 17 stores and an expanding e-Commerce website. By sourcing directly from manufacturers, they ensure the highest level of quality, in addition to exceptional customer service. Customer satisfaction is the company's top priority, and the knowledgeable staff is always there to provide advice. They support local clubs and charities.



www.ezlivingfurniture.ie

What makes it special with SALESmanago

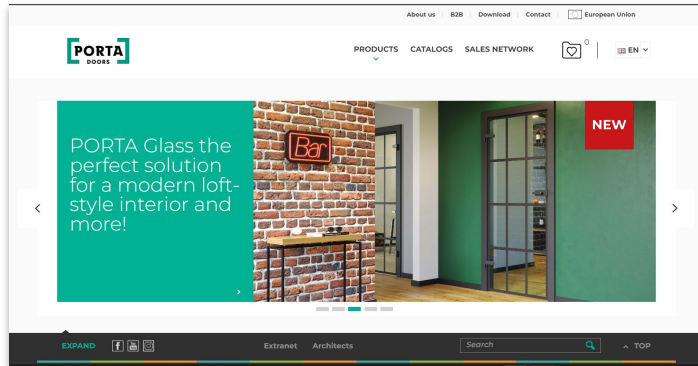
- In effectively targeting an anonymous audience, the use of a highly developed Web Push channel has enabled EZ Living Furniture to reach individuals interested in their furniture, converting prospective website visitors into paying customers effectively.
- With the assistance of SALESmanago, the company has been able to achieve key ecommerce business goals, such as increasing average order value (AOV). Transactions supported by SALESmanago campaigns have demonstrated notably higher AOVs compared to organic transactions.
- Personalized website widgets, including onsite product recommendations, popups for lead generation, and discount actions, have contributed to the improvement of customer experience for EZ Living Furniture. Additionally, these website widgets have enabled the company to build trust with customers by presenting useful materials, such as information on garden equipment.
- The most effective automated campaign utilized by EZ Living Furniture is their omnichannel abandoned cart recovery process, which effectively employs both email and web push channels.



Customer Database: 80k

About the company:

PORTA is a Polish company specializing in the production of doors of the highest quality and safety. It is the largest door manufacturer in Central and Eastern Europe that has been striving for the latest technologies and trends for 30 years. Porta provides its customers with extensive market opportunities to personalize their doors, allowing them to customize the design and dimensions according to their interior preferences.



www.porta.com.pl

www.portadoors.com

What makes it special with SALESmanago

- PORTA utilizes SALESmanago for both their Polish and foreign branches. This system allows them to store all customer data in a single location, enabling the analysis of data from various entities and providing valuable insights into customer behavior and needs.
- By leveraging various SALESmanago functionalities, PORTA conducts detailed customer segmentation, enabling them to run highly personalized marketing campaigns.
- PORTA enhances the user experience by customizing pop-ups and creating surveys using SALESmanago. This capability enables the company to deliver tailored content to both existing and potential customers.
- The company engages in multi-channel communication with clients through the utilization of Lead Generation, Live Chat, and Email Marketing modules.
- By leveraging the workflows functionality, PORTA has implemented highly intricate and customized paths for customers who express interest in the various products they offer.

Customer Database: 370k

About the company:

Spitishop is an e-Commerce company known for its rich assortment and exceptional online shopping experience. From fashion items and electronics to home decor and beauty products, Spitishop offers a diverse catalog to meet various needs. The user-friendly website allows easy navigation, access to detailed information, and secure purchases. Customer satisfaction is a top priority and Spitishop provides responsive and knowledgeable support to address any questions or concerns.



www.spitishop.gr

What makes it special with SALESmanago

- Spitishop understands the significance of offering a diverse product catalog that meets the needs of their customers. By leveraging the SALESmanago's Customer Data Platform, they are able to analyze customer behavior and preferences, segment their customer database, and tailor their product offerings. This personalized approach has not only resulted in an expanded and curated product catalog but has also resonated with their customers, leading to increased sales and customer satisfaction.
- Creating a seamless online shopping experience is Spitishop's top priority. They implemented personalized customer journeys, automated marketing tasks, and dynamic email campaigns. By employing real-time website personalization and personalized product recommendations, Spitishop enhances customer engagement and achieves higher conversion rates, providing customers with a smooth and engaging online shopping experience.
- SALESmanago's data-driven insights empowers Spitishop to maintain competitive pricing and offer attractive deals. By analyzing pricing trends, competitor strategies, and customer buying behavior, Spitishop makes informed pricing decisions and creates targeted promotional campaigns. This approach ensures competitive pricing, exclusive deals, and high customer satisfaction.
- Spitishop's partnership with Salesmanago has yielded impressive results. Offering a diverse product catalog, seamless online shopping experience, exceptional customer support, competitive pricing, and reliable shipping services, Spitishop has become a top choice for online shoppers.

Contact us and learn more use cases for your industry

info@salesmanago.com

www.salesmanago.com

