Borgione®

CREO, GIOCO E IMPARO. A CASA COME A SCUOLA.

500%

ROI for Marketing
Automation implementation

39%

More than 39% supported
last click transactions
was generated by
automation processes

With SALESmanago we were finally able to have all of our ecommerce data on one platform and be able to use it in real time with automated flows. This has allowed us to offer all customers a customized experience while minimizing the manual effort by my department. The constant conversation with a SALESmanago PM also allows us to add updates each time and enrich our user's customer experience.

Simona Amodeo
Web Marketing Manager, Borgione

About

Borgione srl is a company with a 50 years tradition of providing educational materials for creative workshops, toys, furnishings for whole families, schools, and private teachers. The mission of Borgione is to stimulate the skills and emotions of children, helping them to pass their childhood happily and to grow up as people ready to create a sustainable future. Borgione does its best to inspire parents, educators, teachers with the products they offer to realize this mission.

SALESmanago

Challenges

Communication attractive for recipients
and personalized content,
in the most suitable moment for users

Customer Churn Rate minimisation
and Customer lifetime value improvement

Increase average cart value

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Solutions

Lead generation

Pop-up to subscribe

Pop-up to leave birthday data

Exit pop-up

On Site

Personal Shopping Inbox

Recommendation Frame in checkout

Social Proof Widget

Consent for web pushes

Automation Processes

Cross-channel abandoned carts recovery

Welcome and nurturing program,

Anniversary program, retargeting program

Post purchase campaign

Post visit automation and after adding
a product to wishlist

Segmentation

Segmentation on the base of interests,

Segmentation on the basis
of purchases preferences,

Segmentation on base of a phase
in the customer journey,

Segmentation on base of the typology
of clients (private, business, administration)

Segmentation RFM

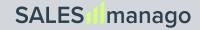## Communication
with the client

Mass e-mail marketing

Dynamic and automatic emails

Web-pushes standard and dynamic

Pop-up with offers

On-site communication: recommendation
frames, social proof widget

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Results in less than one year

500%

500% ROI for Marketing Automation implementation

39%

More than 39% supported last click transactions was generated by automation processes

353%

increase in CTR and 66% increase in OR in automatic e-mails to compare with the mass e-mails

31%

of transactions supported by SALESmanago and 5,5% supported last click transactions

75%

CTR of promotional emails increased by 75%, and OR by 20%

8%

Sales increased by 8% in three months and 6,5% in less than one year

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Development opportunities

Customer Preference Center | Prediction Analytics

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