



Focus Garden

6108%

An astounding ROI

16,888%

AOV growth when comparing
SALESmanago's last-click
attribution to the total

In today's dynamic environment, an effective marketing strategy is key to achieving success. As a Focus Garden brand, we have set ourselves the goal of creating unique experiences for our customers. To make it happen we are basing on the extensive use of Marketing Automation in our promotional activities, and it has already brought us significant increase in key metrics. The most important result, however, has been the creation of a strong brand that offers not only products, but also unique experiences for its customers.



Agnieszka Grochowska
Head of Marketing
at Focus Garden



About

Focus Garden is an e-commerce brand born out of a passion for gardening and spending time in nature. We offer a wide selection of garden furniture and architecture, as well as tools and accessories dedicated to both avid gardeners and fans of outdoor relaxation. Our products combine functionality with aesthetics, providing customers with ideal solutions for any space. The source of our satisfaction is the smiles on the faces of customers who create special places and unforgettable moments with our help. We love to make people's time more pleasant.

Sempai Digital Marketing Agency is responsible for running marketing automation activities for Focus Garden, using SALESmanago tools.

SEMPAI

SALESmanago offers a wide range of advanced features and an intuitive interface, making it a valuable tool for effectively managing marketing automation campaigns. Its wide capabilities and user-friendly interface mean that working with SALESmanago allows both the creation of complex automation solutions and the quick and efficient launch of less complicated campaigns in a very short time.

Michał Zieziula
Digital Analyst Executive
at Sempai - Digital Marketing Agency

SALESmanago's system transparency and the availability of customer support allows you to use the platform efficiently, even if you're a novice. Additionally it allows you to run extensive campaign analytics and create advanced automations.

Jolanta Janczulewicz
Junior Digital Analyst
at Sempai - Digital Marketing Agency





Challenges

Focus Garden was keen on expanding its sales operations. However, the company faced a significant hurdle when it came to automating their marketing campaigns. They struggled with two primary issues: the inability to plan and execute intricate campaigns and the challenge of maintaining efficiency and responsiveness for launching simpler, time-sensitive campaigns. In essence, their capacity for targeted mass communication was severely limited.





Solutions

To address Focus Garden's marketing challenges, a multi-faceted approach was put into action, aiming at boosting their sales and communication strategies. Here's how we tackled the issue:

Promotion-Packed Pop-Ups:

Focus Garden decided to grab their customers' attention by implementing a series of pop-ups. They showcased their latest promotions and special offers, ensuring that no visitor left their website without knowing about the exciting deals on offer.

Convincing the Unconvinced:

To win over those customers who needed a little extra persuasion, we introduced active consent forms. By doing this, the company not only acquired opt-ins for future communication but also ensured that their messages were reaching an engaged audience. This was further reinforced by periodic web push notifications, keeping customers informed and engaged.

Recovering Abandoned Carts:

A significant chunk of potential revenue was slipping away due to abandoned carts. Focus Garden, however, was determined not to let that happen. This is why we implemented an Abandoned Cart campaign that worked diligently to rekindle interest from those who had left without making a purchase. This strategic move was aimed at recapturing potentially lost sales and increasing overall revenue.

In essence, the solution was a mix of proactive and persuasive measures, all designed to enhance Focus Garden's communication with its customers and drive revenue growth.



Results

In less than a year, Focus Garden's journey towards marketing transformation yielded remarkable results, painting a picture of growth that defied all expectations, thanks to their partnership with SALESmanago. Let's delve into the numbers and see just how impressive these outcomes are:

Return on Investment (ROI):

6108%

Last Quarter:
An astounding ROI of 6108% was achieved, showing an extremely solid return on investment.

1969%

Last 12 Months:
Over the course of a year, the ROI remained high at 1969%, reaffirming the sustained success of their efforts.

Sales:

Current Quarter to Previous Quarter:
The sales figures were nothing short of impressive.

92%

The total number of transactions increased by a remarkable 92%, reflecting a significant rise in customer engagement.

134%

The total sales saw a staggering 134% surge, underscoring the financial impact of their marketing strategies.

22%

The Average Order Value (AOV) witnessed a substantial growth of 22%, emphasizing the increase in the value of each purchase.



Results

Attributed to SALESmanago (Last Click):

Current Quarter to Previous Quarter:
Sales attributed to SALESmanago's last-click strategy were notably influential.

106%

Total transactions increased by a whopping 106%, demonstrating the efficacy of their tailored approach.

120%

Total sales registered an impressive uptick of 120%, indicating a substantial increase in revenue.

7%

The AOV showed a steady rise of 7%, signifying a more valuable customer base.

Current Year to Previous Year:
Expanding the perspective to a full year, SALESmanago's impact remained undeniable.

111%

The total number of transactions surged by 111%, highlighting the consistent success of their strategy.

118%

Total sales soared by 118%, confirming their long-term effectiveness.

4%

The AOV increased by 4%, reinforcing the notion that every year was better than the last.





Results

Average Order Value (Last 12 Months):

16,88%

Over the course of the last 12 months, AOV saw substantial growth, with a remarkable increase of 16.88% when comparing SALESmanago's last-click attribution to the total. This emphasized the increased value of sales attributed to SALESmanago.

Email Marketing (Last 12 Months):

16,05%

The impact of their email marketing was evident, with a substantial 16.05% increase in Open Rates (OR) when comparing Automation Emails to Mass Emails.

8,29%

Additionally, Click-Through Rates (CTR) saw a notable 8.29% increase when comparing Automation Emails to Mass Emails, showcasing the effectiveness of their automated email campaigns.

Web Push:

46,87%

The web push strategy successfully displayed notifications to a 46.87% of their audience, ensuring that their messages reached a wide and engaged user base.



Results

Lead Generation:

6-10%

In a consistent monthly growth trend, Focus Garden experienced a base increase of 6-10% per month, illustrating a steady influx of new leads into their ecosystem.

B2B Expansion and Client Return Focus:

Notably, Focus Garden also extended their marketing automation campaigns into the B2B sector. In doing so, they sought to enhance their client return indicator, a strategic move in the last few months aimed at strengthening their relationships with corporate clients. This expansion underscores their commitment to maximizing growth opportunities in both B2C and B2B spaces.

In sum, the results achieved by Focus Garden, powered by SALESmanago, are nothing short of extraordinary.

Their commitment to a well-rounded marketing strategy has resulted in outstanding ROI, sales growth, and improved customer engagement across the board, solidifying their position as a gardening haven that has also mastered the art of effective marketing.

Are these stats possible to measure and increase using SM?

Yes, here is how >



Development opportunities

With the remarkable success achieved in the past year, we are now gearing up to explore new avenues of the company's growth and innovation. Two key development areas have emerged on the horizon, each promising to unlock fresh opportunities for the business.

After Sale Automation:

The first area of focus centers on expanding their automation capabilities to cater to the After Sale processes. The remarkable growth achieved thus far is a testament to the effectiveness of their marketing strategies. Now, they aim to extend this success into the post-purchase journey of their customers.

By implementing new and tailored automations, they can ensure that customer interactions continue seamlessly after a sale is made. Whether it's providing post-sale support, requesting feedback, or suggesting complementary products, these automations will elevate the customer experience to new heights. This not only nurtures customer loyalty but also opens doors for additional sales opportunities, as satisfied customers are more likely to return for future purchases.





Development opportunities

Data-Driven Advertising Expansion:

The second area of development is focused on harnessing the wealth of data at their disposal to enhance their presence on external advertising platforms like Google Ads and Facebook Ads. This is a strategic move that aligns with their growth trajectory and aims to further amplify their brand visibility.

By leveraging the insights gathered from their successful campaigns with SALESmanago, Focus Garden can now create more targeted and efficient ad campaigns on these platforms. They can use customer behavior data to refine their targeting, ensuring that their advertisements reach the right audience at the right time. This not only optimizes ad spend but also drives more qualified traffic to their website, ultimately resulting in increased sales and brand recognition.

In summary, Focus Garden's development opportunities are not only about sustaining their growth but also about elevating their customer experience and expanding their reach.

By delving into After Sale automations and maximizing the use of data for external advertising, they are poised for an exciting phase of development that will continue to set them apart in the competitive world of online retail.



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