

BLACO

Blaco s.r.l. is the largest online distributor of professional supplies for beauticians and hairdressers in Italy.

14%

of all transactions
come from the Personal
Shopping Inbox

59%

of all contacts are
monitored contacts

Integrating SALESmanago in our IT systems has been the smartest choice of the last 10 years.

SALESmanago is incredibly easy to use, feature-rich, with an extremely detailed user guide, and above all it is constantly evolving, always in step with the times.

Nonetheless, it is our opinion that it is the people that make a company great and SALESmanago is a perfect example of that. We have met here people who are reliable, courteous, and hardworking.

SALESmanago's only major flaw is that it has no flaws.

Jacopo Riccardi

Blaco s.r.l.



About

Blaco.it is the main sales channel, but it is not the only one. Blaco s.r.l. in fact manages two stores and has a dense network of sales agents scattered throughout the Italian territory.

For a few years, Blaco s.r.l. has expanded its already rich catalog, with products for personal care, household cleaning, pet products and many items in the category “household” (dishes, kitchen utensils, glasses, etc.).

Blaco s.r.l. is not only B2B, in fact anyone can access Blaco.it or go to the stores and buy with a price list dedicated to retail customers.



Challenges:

When we chose SALESmanago we weren't really looking for such sophisticated Marketing Automation software.

We needed a reliable software to:

manage the sending
of promotional
emails

we had big problems with customers opting out (they couldn't unsubscribe) and as a result many of our emails were identified as spam.

After the first presentation of SALESmanago we realized that we could manage a number of marketing activities with a single software and therefore we eliminated a lot of useless and inefficient software.



Solutions:

RMF Automation

Used to segment the contact database.

With its help we were able to get information about our customers in a more detailed way and divide them into the following segments: time since last purchase, frequency of purchase, cash inflow.

Mobile Marketing

SALESmanago also enables sending and creating SMS text messages.

Using this module, we were able to reach our clients through another of the available channels.

Segmentation matrices

Ideal for adding tags to customers based on visits to selected websites.

Mass mailings

Mass and regular, and above all personalised dispatch of newsletters, thanks to which open and click rates remain at a decent level.

Recommendation frames

Frames help in cross-selling and up-selling. Thanks to them, we can show the contacts the products that have been viewed recently, are most often bought or the products that were bought by the contact. Additionally, thanks to the use of AI we can also show the products most often bought after viewing another product, most often viewed together and most often bought together.

Pop-ups, Forms, Landing page

With the help of these elements we are able to increase our contact base on an ongoing basis. Thanks to the use of the double opt in option, we can be sure that the contacts in our database are actually interested in receiving marketing information from us.



Effects:

14%

of all transactions come from the
Personal Shopping Inbox

260%

higher open rate of
emails sent by Automation Rules

460%

better click-through
rate for emails sent
via Automation Rules

38%

of all transactions
were submitted using
Recommendation Frames

