



15%

of Company's revenue growth since
the introduction of SALESmanago

60%

of transactions supported
by SALESmanago

I was very excited when we first did a demo and walkthrough with the account executive and systems specialists back in Autumn 2022 and we decided to plan to migrate from another marketing automation platform to SALESmanago in Q4. The SALESmanago team worked tirelessly with our team in a 14-day window to assist in the successful migration and provided continuity in our marketing options. We've since grown to use the advanced features of the CDP part of the platform, which was new for us, and now we enjoy looking at our outbound revenue reports on a weekly basis.

Brian

CEO of Discount Supplements

At first, we were heavily reliant on just email marketing and outbound CPC marketing for new customer acquisition, but when we moved to SALESmanago, we developed a stronger marketing plan based on advanced segmentation and targeting, App messaging and affordable outbound SMS marketing. This system has changed the game for us and we are delighted to be ready for future internet marketing with a complete customer data platform.

Sophie

Marketing Manager



About

Discount Supplements is Ireland's leading supplier of Body Building Supplements, Fitness Supplements & Sports Nutrition operating since 2006.



Challenges

In 2022, Discount Supplements faced a multitude of challenges that demanded a transformation in their online business strategies, starting with the state of their customer database. The lack of segmentation hindered their ability to tailor marketing efforts effectively, resulting in suboptimal outcomes for their newsletters, which, as reported, had a low impact.

Furthermore, the company was using a diverse array of marketing tools, creating a complex and impractical landscape for its operations. Their desire to expand and collaborate with new e-stores highlighted the pressing need for a central point of management for marketing-oriented data. The absence of such a central hub hindered their growth potential and created inefficiencies in their marketing operations.

Recognizing these challenges and the need for a comprehensive solution, Discount Supplements embarked on a transformation journey with SALESmanago. This transition allowed them to address these pain points, significantly improve their marketing strategies, and position themselves for success in an ever-evolving eCommerce landscape.





Solutions

We embarked on a transformative journey by introducing segmentation based on customer visits and purchases, enabling us to identify those with a keen interest in specific products and deliver tailored offers.

As a result, the open rate (OR) in our mass mailings has shown remarkable growth, starting at 10.96% and 14.94% for the first two emails in December, surging to approximately 29% in January, and now proudly standing at nearly 40%.

In addition to this, we implemented a dynamic “loyalty” workflow that diligently tracks customers making regular monthly purchases and assigns them relevant tags.

Furthermore, we’ve witnessed significant enhancements in our conversion rates thanks to the incorporation of recommendation frames and the integration of social proof on our website.

Our quest for improvement led us to discover a completely novel communication channel: Web Push. This innovation has proven to be a powerful catalyst for driving conversions to even greater heights.

Lastly, the SALESmanago popup has proven to be an invaluable asset, significantly contributing to our enhanced lead generation performance.





Results

2605%

ROI

11%

of CTR increase
in mass emails

15%

of Company's revenue growth
since the introduction of
SALESmanago

21%

of OR increase
in mass emails

35%

of transactions in last 30 days
were supported by SALESmanago
including 45% last click.

60%

For total transactions in the current
quarter, 60 % was supported by
SALESmanago (last click - 48%)

Are these stats possible to measure and increase using SALESmanago?

[Read here!](#)



Development opportunities

Automatic campaigns

Mobile marketing

Multistore management

Blog development and integration



SALES  **manago**