

GOOD HEALTH NATURALLY

66%

66% increase in the open rate in automated emails compared to mass mailings, 106% increase in CTR

50%

of all transactions online are supported by SALESmanago

SALESmanago has enhanced our marketing communication by enabling the team to effortlessly tailor content to each customer segment based on their specific online behavior and interests. Since SALESmanago launched their SMS, Web Push Notifications, and Dynamic Web Lead Gen form features, we've been able to grow our reach and target customers and prospects via their preferred channel. I'm particularly impressed with SALESmanago's simple, yet powerful automations which are now running in the background: educating our following on relevant topics, generating on-site traffic, and ultimately increasing revenue. We're always very excited to hear about SALESmanago's newest features.

Abigail Irlam
Marketing Manager



About

Good Health Naturally - Quality Health Solutions That Work!

Good Health Naturally are pioneers in developing and selling high-quality nutritional supplements worldwide with offices in the UK, EU, USA, Canada, Australia and India. After three decades in business, Good Health Naturally has over 100 nutritional supplements on the market that are extensively researched and backed by science.



Challenges

Increase sales conversion by monitoring customers behavior on the website and sending personalized content

Building long-term relationships with the customer and increase brand awareness

Generate leads

Improve customer lifetime value





Solutions

Lead generation

Newsletter sign-up form and telephone contact form on the website. Contacts receive a discount code after filling in.
Post-purchase questionnaire which gathers information about customer satisfaction and feedback regarding products on the website.

On site

Web push consent form
Landing page for webinar registration

Segmentation

Geografic segmentation
Behavioral Segmentation
RFM segmentation

Communication channels

Email
Sms messages
Web push notification
Social media





Solutions

Automation processes

Welcome Campaign. After confirming the newsletter subscription new contact receives the first email with 15 % off the next order. The system waits 3 days. If a contact hasn't placed an order yet, a second email is sent as a reminder. 3 days later, the system checks if a purchase has been made. If not, it sends the third email.

Healthy Hacks emails. After the contact accepts the invitation email, an automated workflow is started. Over the next 7-weeks of the program, he will receive an email a week featuring Healthy Hacks from Good Health Naturally.

Abandoned basket for online stores. If the contact leaves the store without a purchase but has left something in the basket, an email is sent 2 hours after as a reminder about the basket. 2 days later, the system checks the external events again and if the contact still hasn't placed an order yet, a second email is sent. If over the next 5 days, no purchase happens, the contact will receive an email with 15% off.

Heart Health post-purchase campaign. After the contact fills out the post purchase survey, he starts receiving emails based on his answers and interest shared in the survey.

Campaign for Lapsed Customers 4 month. When the contact changes segment "recency" in RFM marketing automation from short to medium (the last order was placed 4 month ago) the system sends the 1 email with a bundle of health coaching sessions (worth \$40) completely free of charge. After 7 days, an email containing 15% off discount code is sent. A 3rd email is sent sometime later as a reminder of the Exclusive 15% code.

Campaign for Lapsed Customers 12 month. When the contact changes segment "recency" in RFM marketing automation from medium to long (the last order was placed 12 month ago) the system sends the 1st anniversary email with 15% discount. After 2 weeks, a second email is sent as a reminder about the discount code and encourages the contact to place an order again.



Results

66%

increase in the open rate
in automated emails compared
to mass mailings,
106% increase in CTR

50%

of all transactions online
are supported
by SALESmanago

27%

increase in number of contacts
compared to the last year

7%

CTR in web push
notifications



Further development

Implementation of recommendation frames on a website adjusted to interests and behavior of the customers

Implementation of Cinderella AI Visual Products Search

Personal Shopping Inbox implementation

Customer Preference Center implementation



