



176%

Sales increase

93x

ROI

“It has raised the attention we receive to another level.”

“All customers are under control.”

“It is very powerful.”

Enrique Bayo
Project Director



About the company

This graphic communication company specializes in the printing of books, catalogs, magazines, and brochures. Since 1998, they have been offering their services to all types of clients: companies, institutions, and individuals.

They operate throughout Spain and also internationally.

<https://www.laimprentacg.com/>



Challenges

Implementing customer segmentation

Employing automation processes

Collecting, managing,
and activating customer data

Increasing customer loyalty



Solutions

Implementation of cross-selling campaigns

Implementation of 6 different sales funnels
supported by automation and workflow rules

Automatic scoring modifications by rules

Automation rules with cross-selling after
purchasing specific categories of products
or services

Segmentation matrices

Several PopUps and gated content landings



Results

93x

ROI

11.76%

11.76% of supported last-click transactions generated by automation processes

62.26%

OR increase for automated email campaigns compared to standard mass campaigns

7.59%

CTR increase for automated email campaigns compared to standard mass campaigns

60.5%

60.5% of transactions supported by SALESmanago

42.5%

42.5% of last-click transactions supported by SALESmanago

176%

Sales increase

Are these stats possible to measure and increase using SALESmango? [Read here!](#)



Development opportunities

Using Web Push notifications

Implementing Recommendation
Frames

Implementation of Social Proof



SALES  **manago**