

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/



Implementing customer segmentation

Employing automation processes

Collecting, managing, and activating customer data

Increasing customer loyalty



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





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

60.5%

60.5% of transactions supported by SALESmanago

7.59%

CTR increase for automated email campaigns compared to standard mass campaigns

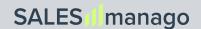
42.5%

42.5% of last-click transactions supported by SALESmanago

176%

Sales increase

Are these stats possible to measure and increase using SALESmango? Read here!



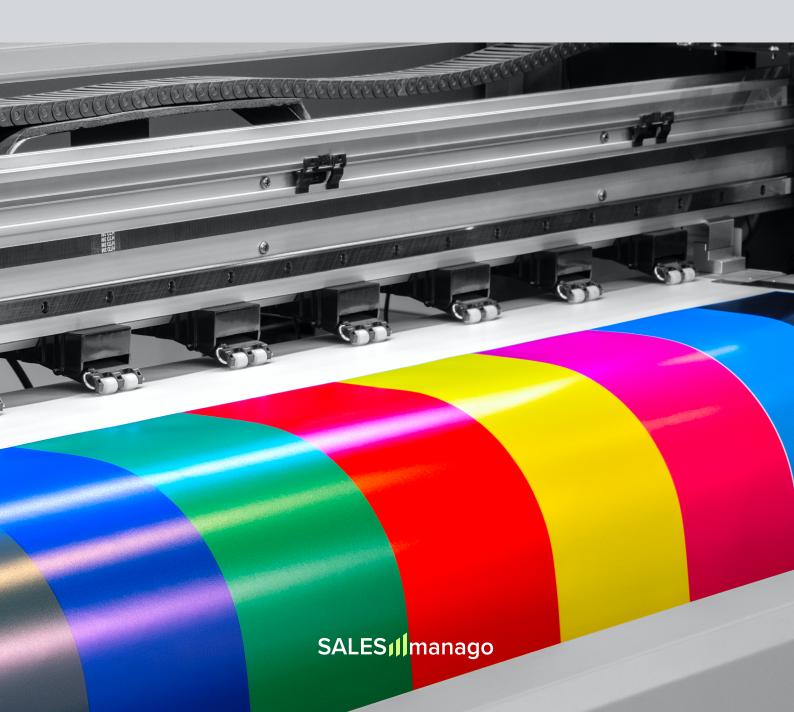


Development opportunities

Using Web Push notifications

Implementing Recommendation Frames

Implementation of Social Proof



SALES manago