



TANNERS

WINE MERCHANTS

87%

of the contact
database are buyers (all time)

50%

of transactions made
in previous quarter are driven
by SALESmanago

SALESmanago have plugged the gaps in our online marketing. Allowed Tanners to improve customer insights and better understand how to move the business forwards. The core strength is managing data, and this is the foundation to everything else SALESmanago offer – allowing us to better segment, implement automation and better tailor and time our messaging.

There're so many tools that we're only just getting started.

The help and support is invaluable in utilising such an extensive platform.

Robert McQuattie
E-COMMERCE MANAGER



About

Tanners is family-owned, family run and resolutely independent. It is run by James Tanner, Chairman, who is the fourth generation of the family to work in the company. The firm employs more than 100 people, with the majority split between its distinctive, black & white headquarters in Shrewsbury and its distribution depot in Wales.

Approximately half Tanners' sales are to quality- minded hotels and restaurants and half to private clients and corporate customers such as universities, colleges and companies – not only locally but countrywide too. Good traditional service is what Tanners is about, but 'traditional' in the best sense of the word. We find it easier to deliver this with a core of long- serving staff and we are lucky in this respect.



Challenges

Segmentation insufficient
for the needs of modern company

Lack of online
and offline purchases integration

No automation
implemented

Necessity for
recommendations improvement





Solutions

Generation of new leads
with help of pop ups and exit pop ups

Automated dynamic emails
for abandoned carts

Automated Welcome
campaign

Possibility of integration
via plugin and API

Dynamic segmentation
of contacts

Regular mass mailing
campaigns

RFM automation in order to segment contacts based on recency,
frequency and monetary value of their purchases





Results

87%

of the contact database are buyers (all time)

49%

of transactions are being driven by SALESmanago when it comes to email marketing (previous quarter)

225%

higher OR for emails sent via automations (previous quarter)

939%

is higher CTR for emails sent via automations (previous quarter)

56%

of contacts gained in previous quarter were opt in

26%

of transactions made in previous quarter are thanks to SM last click

133%

AOV from SM last click is 133% of the regular AOV (previous quarter)

50%

of transactions made in previous quarter are driven by SM



Development opportunities

Use of AI recommendations
in dynamic emails

Activation of second
communication channel

Search Engine
Turbocharger

Automated Winback
campaign



SALES  **manago**