



5700%

ROI from implementation  
in Marketing Automation

31%

of transactions supported  
by SALESmanago

Salesmanago allowed us to easily scale our E-commerce project throughout Latin America with VTEX. Thanks to a very simple integration process, we were able to simplify our growth and make it faster and faster.

Valeria Barahona  
**Ecommerce Manager**  
for **Grupo David**, brand distributor for **Latin America and the Caribbean**



## About

Victoria's Secret is an American lingerie, clothing, and beauty retailer. Founded in 1977 by Roy and Gaye Raymond. In addition to the primary brand of lingerie for Victoria's Secret, the company has secondary product lines: namely, activewear known as Victoria sports, swimwear, and a beauty division with fragrances, make-up, accessories, and other bath and body products.





# Challenges

In the dynamic landscape of e-commerce, rapid expansion and scalability are key drivers of success. Client's challenge was to seamlessly integrate a marketing automation solution into their VTEX Ecommerce platform to support the ambitious growth strategy.

**They were looking for a solution that can provide:**

## **Integration Simplicity:**

Victoria's Secret needed a marketing automation that could seamlessly integrate with their VTEX Ecommerce platform. The integration had to be not only efficient but also easily replicable to accommodate their expansion.

## **Sustainable Profitability:**

While growth was a priority, VS also aimed to ensure that the marketing automation efforts contributed to medium- and long-term profitability. The solution needed to strike a balance between aggressive expansion and sustainable revenue generation.

## **Support for Rapid Global Expansion:**

VS's goal was to establish a strong presence in 10 different markets within a tight two-year timeframe. Achieving this required a marketing automation solution that could scale effortlessly and adapt to the diverse needs of each market.





# Solutions

Victoria's Secret leveraged SALESmanago's powerful features to create a cohesive and effective marketing automation strategy that not only supported their ambitious growth plans but also delivered a personalized, engaging experience to their customers across multiple markets.

## **Lead Generation:**

### **Landing Page & Email Welcome with Coupons:**

SALESmanago enabled Victoria's Secret to create landing pages that enticed visitors to subscribe. These pages were integrated with email welcome sequences featuring exclusive coupons to incentivize sign-ups.

### **Pop-Up Subscription Forms:**

Pop-up forms strategically placed on the website encouraged visitors to subscribe, expanding the customer base.

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## **Automation Processes:**

### **Audience Segmentation:**

SALESmanago's hypersegmentation capabilities allowed Victoria's Secret to categorize its audience based on interests, purchase preferences, and their current phase in the customer journey.

### **Abandoned Cart Recovery:**

Automated campaigns were set up to recover abandoned carts, reducing potential revenue loss.

### **Welcome and Nurturing Program:**

A customized welcome program engaged new subscribers and nurtured them into loyal customers.

### **Birthday Emails:**

Personalized birthday emails celebrated customers' special days, enhancing brand affinity.

### **Post-Purchase Campaign:**

Automated post-purchase campaigns provided valuable product recommendations, increasing cross-selling and upselling opportunities.





# Solutions

## On-Site Optimization:

Incorporating the **Social Proof Widget** on the website boosted trust and conversions.

**Consent for Web Pushes:** Engaging customers with web push notifications was made possible through clear and user-friendly consent processes.

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## Segmentation:

**Interest-Based Segmentation:** Victoria's Secret effectively segmented its audience based on individual interests, ensuring relevant content delivery.

**Preference-Based Segmentation** is utilized to tailor product recommendations and offers.

Customers were segmented according to their **current phase in the customer journey**, allowing for more precise targeting.

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## Communication with Clients:

**Mass email campaigns** were optimized for maximum engagement.

**Purchase Probability Analysis:** SALESmanago's tools helped predict purchase probabilities, enabling strategic communication.

**Dynamic and Automatic Emails** triggered improved relevancy and timeliness.

Engaging **web push** notifications were delivered in both standard and dynamic formats.

**Pop-ups featuring personalized offers** grabbed customer attention and drove conversions.



# Results

**5700%**

ROI from implementation in  
Marketing Automation

**56%**

annual increase  
in the contact base

**16%**

increase in OR

**31%**

of transactions supported  
by SALESmanago

**36%**

More than 36% of supported last-click  
transactions are generated  
by automation processes

Are these stats possible to measure and increase using SALESmanago?

[Read here!](#)



# Development opportunities

RFM Module

Loyalty Program

Recommendation frames



**SALES**  **manago**