Top Ideas Digital

Top Ideas achieves 115% turnover uplift month to month, thanks to SALESmanago holistic approach to marketing automation rules and segmentation

115%

turnover uplift month to month using holistic marketing automation approach with marketing automation rules and segmentation

74%

increase in OR of dynamic emails based on customer behavior, in comparison with blast emails to a segmented client base

We have been searching for a software solution which can help us achieve positive results in online marketing and built a reliable system for marketing automation. In our experience with SALESmanago, we have noticed a significant ease in our work as marketers, since it gives us all the solutions at one place and offers a variety of constantly improving tools. SALESmanago has given us a first-mover advantage as it has always been first on the market to integrate new technology solutions, backed with AI modules for prediction and data enrichment. For us, one of the most valuable elements that SALESmanago has to offer, is the innovation, implemented in their software, combined with all the various functionalities and opportunities to cover every aspect of marketing automation.

Janina Kaneva
COO and co-founder

The client

Top Ideas Digital is a marketing and consulting agency based in Vienna & Munich, striving to bring people and their businesses to the next level in the digital economy. Today, their trusted clients, ranging from big Fortune 500 companies to small booming businesses in over 20 countries in the EMEA region, apply the firm's strategies, software solution bundles, and expertise to transform and scale their digital marketing and sales efforts. Their client is an industry-leading communications services provider in Eastern Europe with more than 4 million customers, part of an international media provider group with the broadest network coverage in South East Europe.

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Challenges

Set and implement best practices MA

Create and implement behavior-based marketing automation

Run sales campaigns in the online shop

Implement personal offers and recommendations for clients

Uplift turnover in the online shop and raise renewal rates of offline clients into the online shop

Optimization of the customer journey and based on personal behavior

Solution

Automation rules

Created and optimized for uplifting online sales. Used in various processes crucial for the online sales such as abandoned cart sequence, after purchase follow-up and upselling efforts

Lead generation

Conversation of anonymous traffic into monitored contacts through the usage of pop-ups, landing pages and sidebars. This process also contributes to the collection of customer behavior and interest data

Personalized offers

A process of automated delivery to clients in their contact renewal period, in order to lower the churn rate and transfer them from offline to online sales

Web Push Notifications

Sent to anonymous clients with the task to deliver messages and measure their performance as an important first touch point for clients who are buying online

Social proof widget

Used for boosting sales and urgency for products which are part of special offer campaigns

A/B/X tests

Used for email campaigns and creation of landing pages for optimization of the overall performance

Personalized banners, email segmentation matrix / ad-hoc rule

segment and target with special offers based on previous behavior

Sales dashboard

Used to monitor and analyze customer behavior on a personal level and define different buyer personas as well as outline high-performing segments

Analysis

based on the SOSTAC holistic approach

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Results

115%

turnover uplift month to month
using holistic marketing automation
approach with marketing automation
rules and segmentation

74%

increase in OR of dynamic emails
based on customer behavior,
in comparison with blast emails
to a segmented client base

97%

CTOR in emails to a client segment
in the contract renewal period

17%

higher conversion rate in sales
using behavioral based pop-up

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Development opportunities

RFM Marketing
automation solution

Implementing
AI recommendations

Implementation of Product
Recommendation frame

Integration
with Google Ads

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