



**MAKING THE MOST
OF MARKETING
AUTOMATION
TO BOOST
CONVERSION**

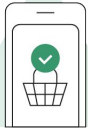
STOREIS.



TRILAB

CHANGE YOUR HEAD

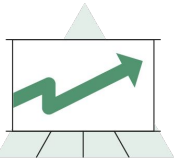
GOALS



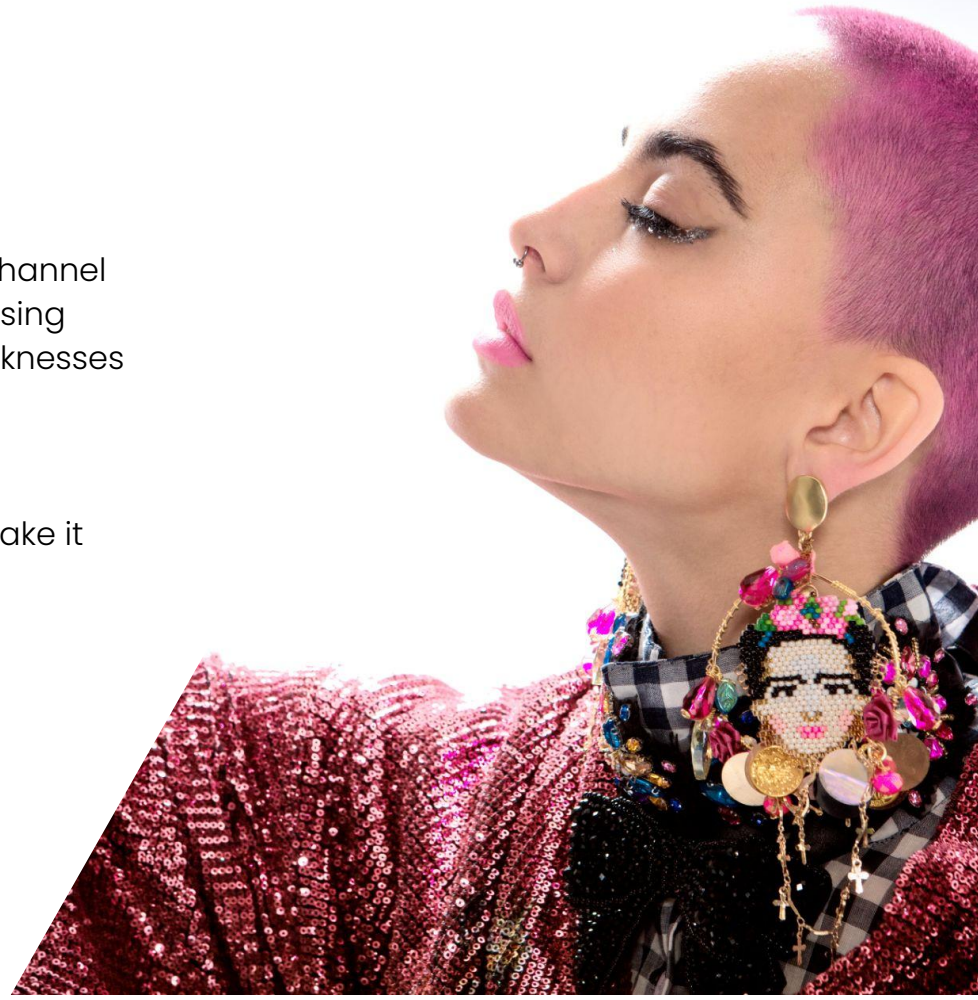
To increase turnover for the email channel and reduce dependency on advertising channels, starting from current weaknesses



To set out the email channel and make it profitable



To review the business strategy on the newsletter side and work on specific content for personas with a view to improving performance



OUR APPROACH

Focus on 1 to 1 Marketing

Focus on Marketing Automation



STAGE 1

Identification of personas through dedicated focus groups



STAGE 3

Identification of personas in the database & business insights



STAGE 5

Definition and grounding of journeys and workflows



STAGE 7

Newsletter-advertising integration



STAGE 2

Detailed reasoning on RFM analysis



STAGE 4

Analysis and strategic review of newsletter contents



STAGE 6

Results and monitoring of journeys

JAN 2021

JUL 2021

KEY WINS

GOALS

1 To increase turnover for the email channel (automation and other) to reduce dependency on paid channels



2 To set and out the email marketing automation channel and make it profitable



3 To review business strategy and newsletter content to make the channel more effective



RESULTS

+ 72% YoY revenue in the email channel compared to the quarter before the changes

+ 69% YoY sessions in the email channel compared to the quarter before the changes

5-10% % influence of email automation on overall revenues for the channel in the first few months after activation.

+ 10% YoY CR in the email channel compared to the quarter before the changes

+ 40% YoY sessions in the email channel compared to the quarter before activation

**...WANT TO
LEARN
MORE?
LET'S TALK!**

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