



From Tradition to Transformation

Company: 4 Madonne Caseificio dell'Emilia
Country: Italy
Industry: Food & Beverage eCommerce

A historic cooperative becomes a benchmark in data-driven marketing.

The Challenge

4 Madonne aimed to make digital their primary sales channel but faced several key obstacles

❗
Overly generic communication sent to the entire database

❗
Lack of real-time behavioural tracking across their website

❗
A diverse customer base, including users less responsive to email

❗
A need to deliver visible and rapid ROI on marketing efforts

The Strategy

Working with their partner Magilla, 4 Madonne implemented a powerful, integrated omnichannel strategy using PrestaShop and SALESmanago, focused on:

Platform Integration & Data Unification

Created a **seamless connection** between PrestaShop and SALESmanago for advanced user behavior tracking and automation



Automated Customer Journeys

Welcome & Onboarding

Automated flows for registration and first purchases

Reactivation & Loyalty

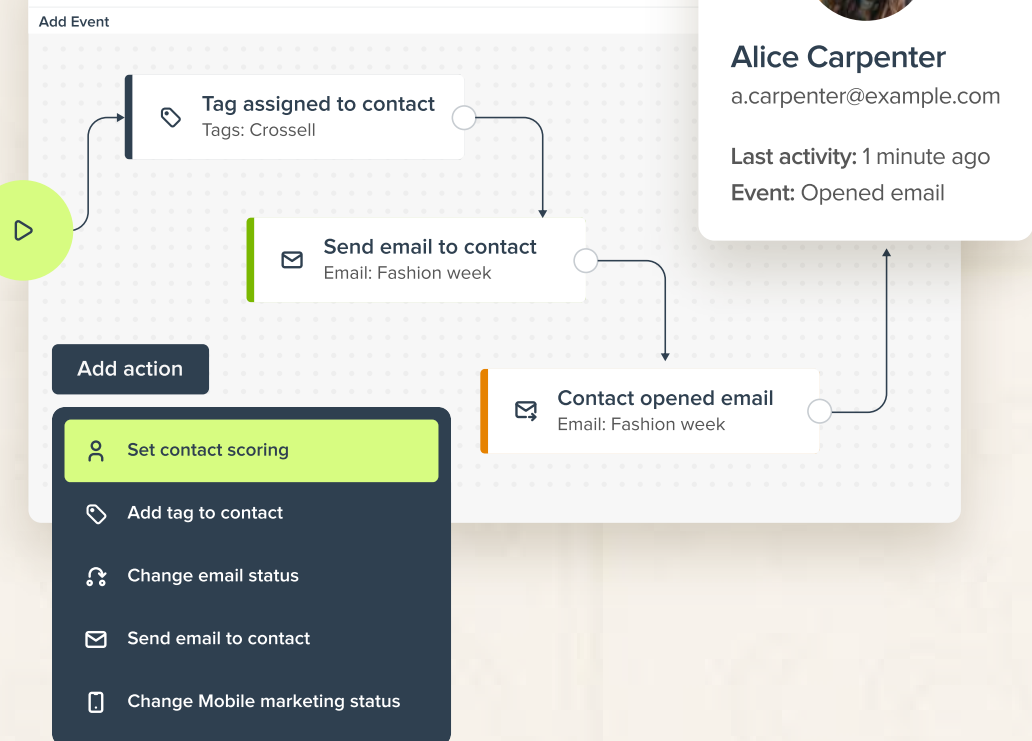
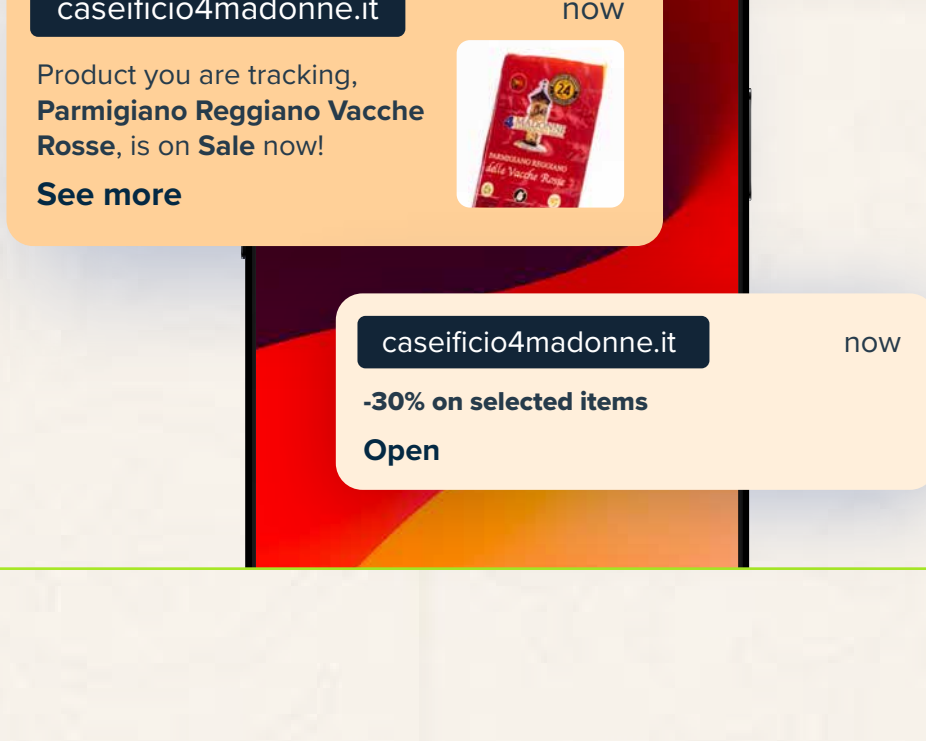
Implemented RFM (Recency, Frequency and Monetary) segmentation and reactivation journeys

Personalisation

Used webhooks for automatic generation of unique discount codes

Omnichannel Activation (SMS Marketing)

Engaged key segments (especially 40+ users) with targeted SMS flows for champions, dormant users, and promotional campaigns



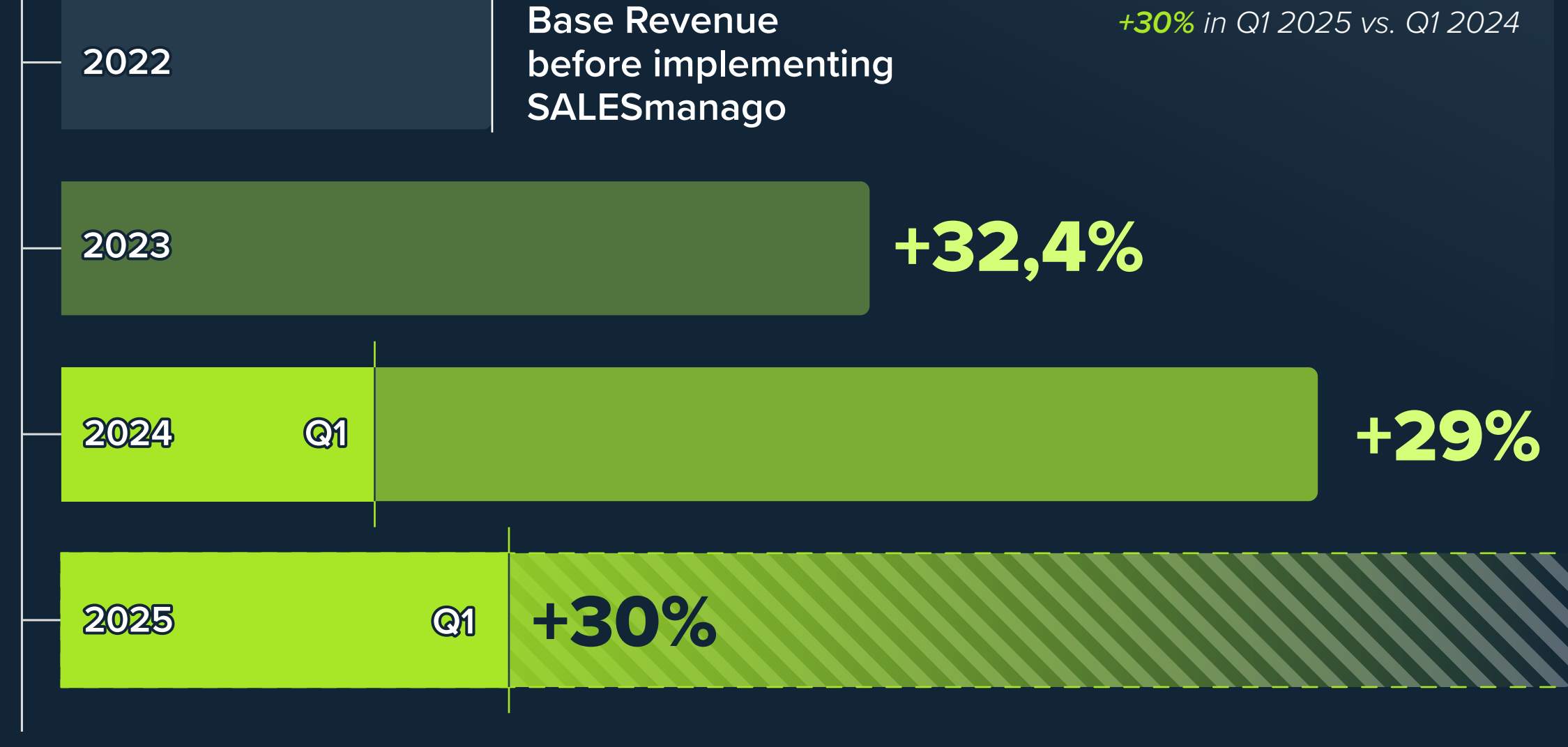
Data-driven Optimisation

Ensured every message was triggered by actual behavioural signals rather than generic promotions

The Results (2022–2025)

The integrated strategy delivered powerful, measurable growth across the board:

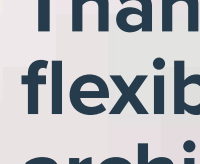
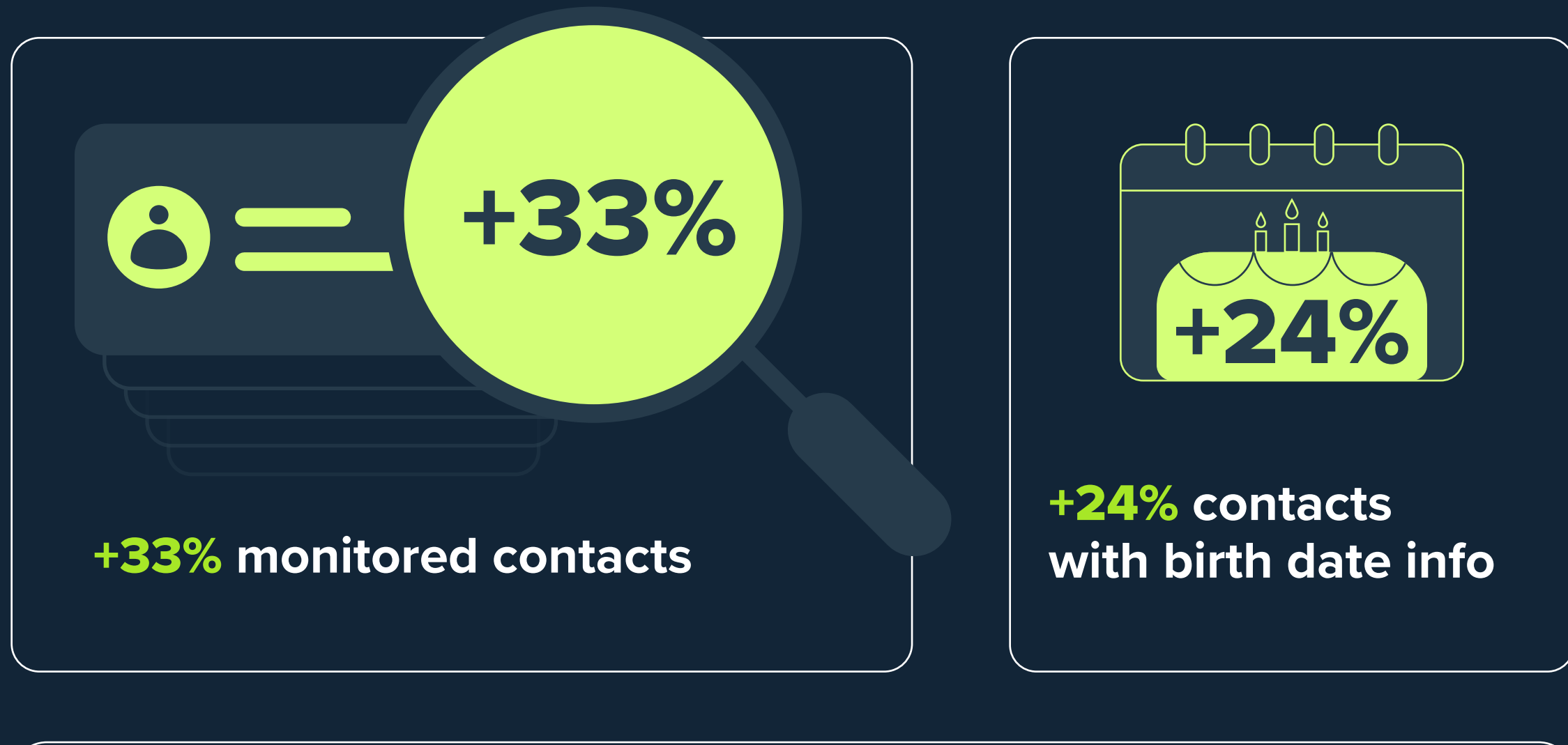
Revenue Growth



eCommerce KPIs



Data Enrichment & Engagement



Thanks to PrestaShop's open-source flexibility and SALESmanago's modular architecture, we were able to tailor every aspect of the integration to fit our specific goals.

The result is a system where **marketing**, **data science**, and **customer experience** converge. It's not just a platform—it's a growth engine.

Giulio Stocco — Head of eCommerce

