

# Natural Beauty, Automated Success

Country: Spain  
Industry: Beauty&Pharma

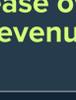
## The Challenge



Jabonarium approached SALESmanago with several key objectives:



Generate more qualified leads



Increase overall revenue



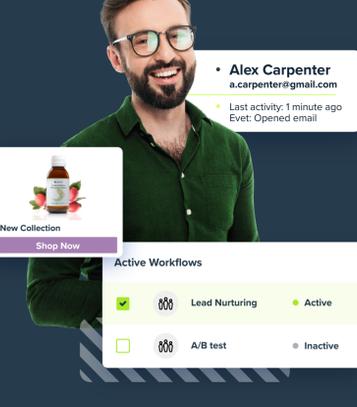
Improve click-through rates on marketing communications



Enhance return on marketing investment

## Strategy

Working closely with SALESmanago's team, Jabonarium implemented a comprehensive marketing automation strategy focused on:

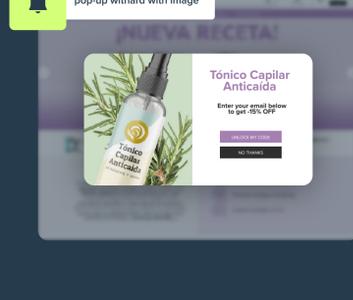


### Customer Data Unification

By consolidating customer data from multiple sources, Jabonarium gained a 360-degree view of their customers, enabling more personalised targeting.

### Lead Generation

The implementation of targeted pop-ups and optimised landing pages significantly increased newsletter sign-ups and new leads.



### Automated Email Campaigns

#### Welcome Campaigns

Introducing new customers to the brand and its values

#### Winback Campaigns

Reconnecting with inactive customers

#### Abandoned Cart Recovery

Re-engaging customers who left items in their cart

#### Regular Newsletter Communications

Sharing product information and educational content from their blog



### Product Recommendations

The implementation of sophisticated recommendation scenarios, including recently viewed product suggestions, helped increase average order value.

### Optimisation Through Testing

A/B testing of email communications ensured continual improvement in engagement metrics.



## The Results

The results over a 12-month period speak for themselves:

#### Welcome Campaigns

1,829 transactions generating €81,405 in sales

#### Winback Campaigns

358 transactions generating €20,576 in sales

#### Abandoned Cart Recovery

1,202 transactions generating €68,327 in sales

#### Regular Newsletter Communications

3,901 transactions generating €211,617 in sales

### Exceptional Return on Investment

The overall marketing efforts demonstrated a remarkable Return on Investment (ROI) of 686%, highlighting the profitability and effectiveness of the implemented strategies.



### Recent Momentum: Q4 2024 Performance Highlights



#### Consistent Database Expansion:

The contact database steadily grew, increasing by 4% from the previous quarter, providing an expanding audience for targeted engagement.



#### Significant Enhancement in Engagement Tracking:

The number of monitored contacts experienced a substantial surge of 75%, enabling more granular audience segmentation and highly personalized communication strategies.



#### Reliable Lead Acquisition:

New contact acquisition remained strong, increasing by 10%, ensuring a consistent influx of potential customers to nurture.



#### Highly Engaged Audience:

A significant 63% of the database actively opted-in for communications, indicating a receptive and engaged audience.



#### Strong Revenue Influence:

SALESmanago played a pivotal role in driving revenue, directly attributing a significant portion of the total sales generated.



#### Thriving Email Channel Growth:

Both Automation Processes and the Newsletter channels demonstrated robust revenue growth increasing by 33% and 27%, respectively.