

Designer Fashion, Automated Growth

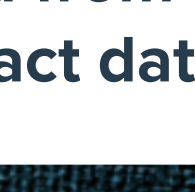
How Seconda Strada unlocked monumental ROI by personalising the customer journey

15%
More Sales

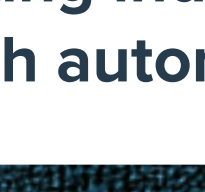
The Challenge

Seconda Strada, a major fashion outlet with 260,000 loyalty members, needed to translate its scale into sustainable digital growth.

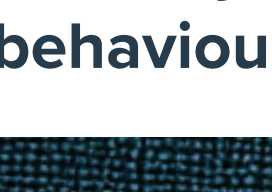
The key objectives were:



Increase revenue generated from the current contact database



Improve key email marketing indicators through automation



Grow the contact base by tracking & analysing user behaviour



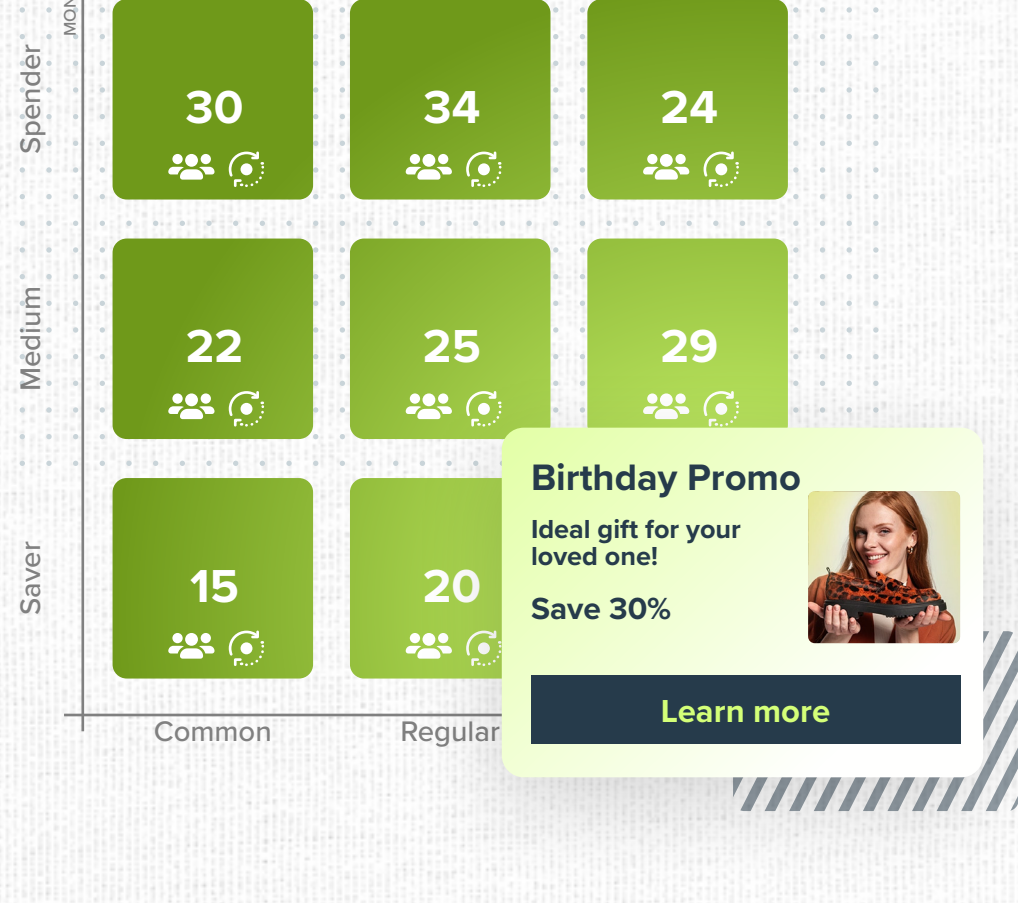
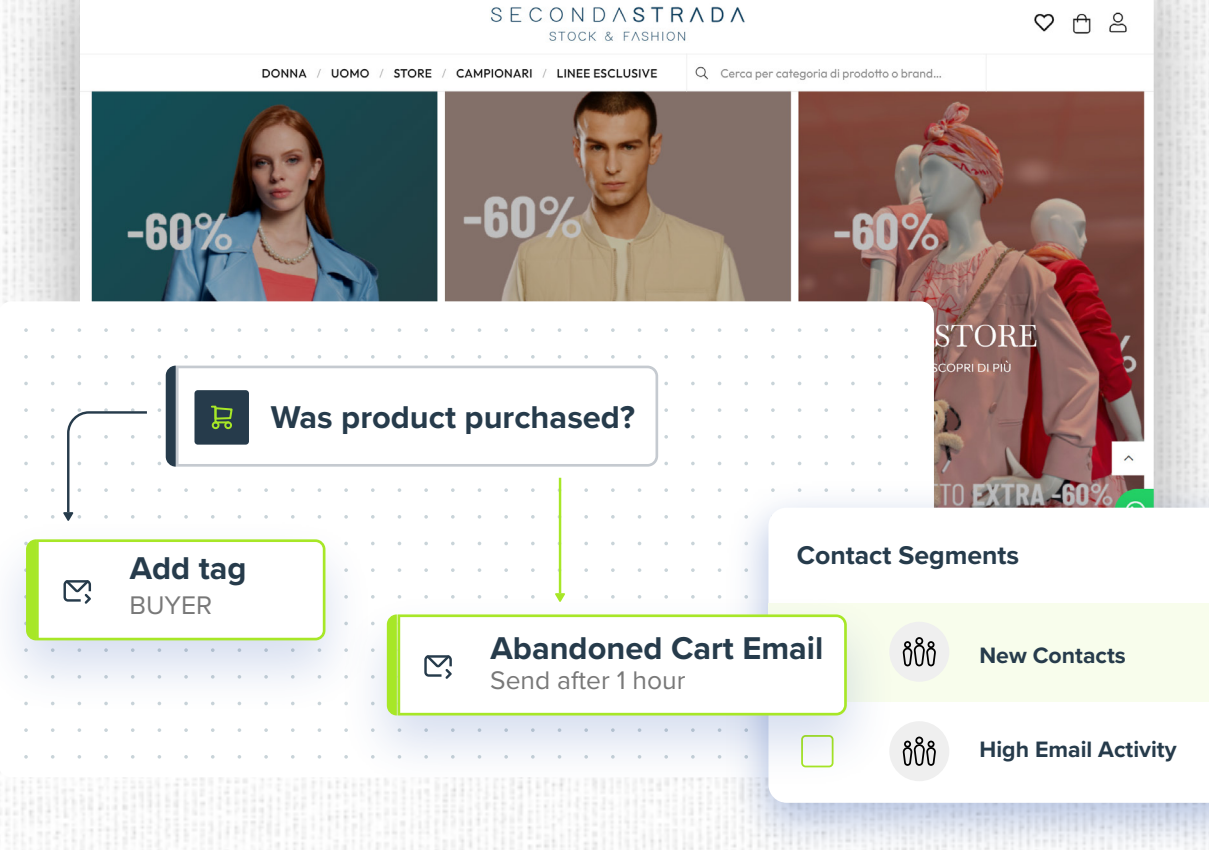
Develop all communication channels without losing effectiveness in existing areas

The Strategy

Seconda Strada implemented a comprehensive, multi-layered marketing automation strategy using SALESmanago, focusing on:

Revenue Generation Engine:

Implemented targeted campaigns including Email after Visit, Cross-selling, Win-back, and Abandoned Cart recovery to maximise sales opportunities.



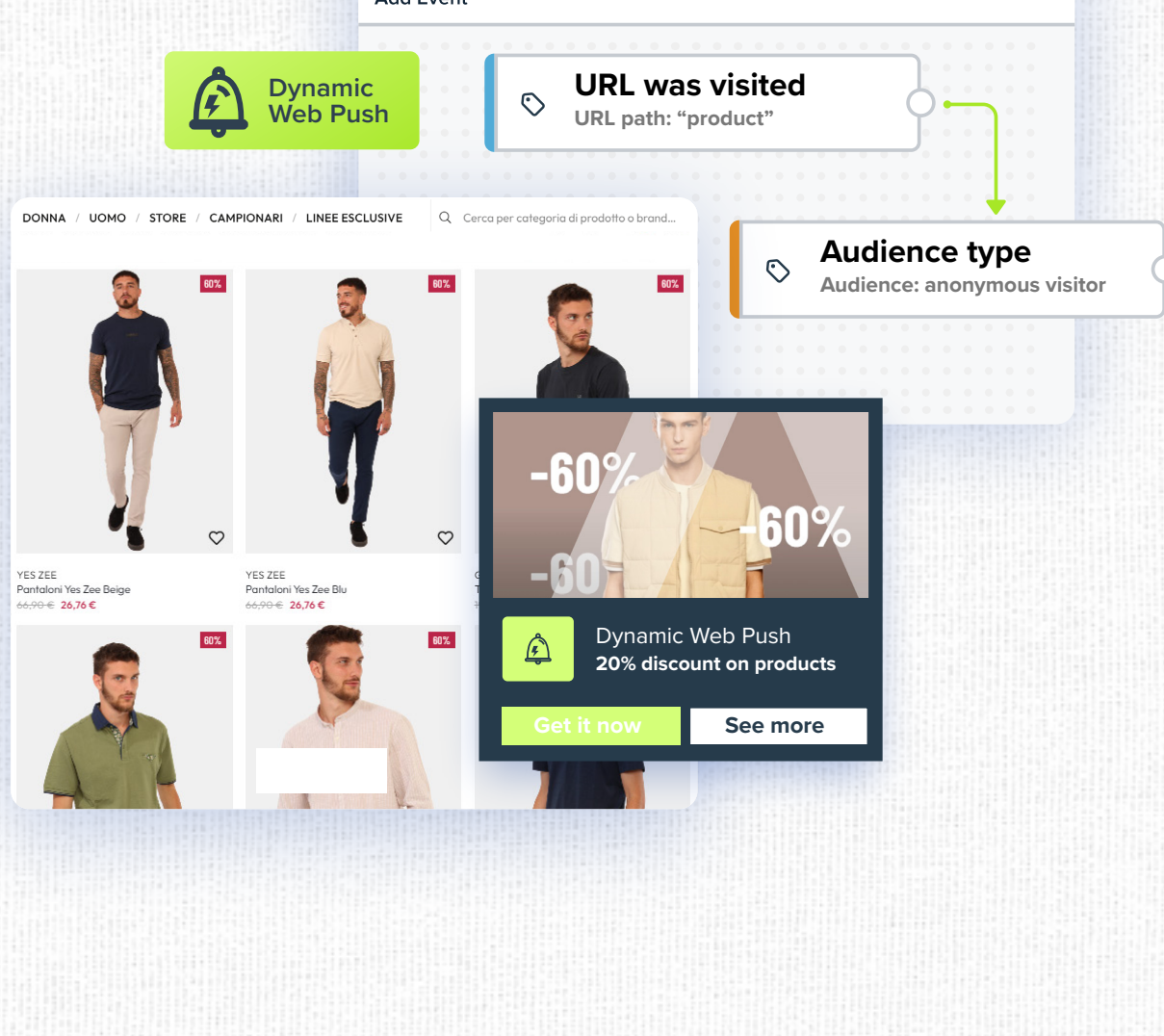
Advanced Customer Loyalty:

Leveraged RFM (Recency, Frequency, Monetary) data to segment & understand customer value

Deployed automated Birthday Email campaigns & a full-scale Loyalty Program to nurture relationships

Omnichannel Expansion:

Began collecting consents for Web Push notifications, adding a vital new communication channel



Deep Personalisation & Segmentation:

Used dynamic, personalised content in mass mailings & created detailed user groups for highly segmented communication

The Results

The strategy produced exceptional and immediate results, fundamentally transforming their digital marketing performance:

Return on Investment



74% of total sales attributed to SALESmanago



75% of total transactions attributed to SALESmanago

Sales & Transaction Growth



+15% growth in total sales



+43% growth in the total number of transactions

Email & Database Growth

+33.03% increase in Open Rate for Automation Rules

+8.48% quarterly increase of contact base size

Partner Success Manager Feedback

"The revenue is continuously growing, we are also noticing more engaged users every month and the cooperation between the client and partner looks very valuable.

The halfway point of our work provides an opportunity to optimize the established goals and continue our effective cooperation."

Filip Piszczek

Senior Partner Success Manager at SALESmanago

