

Case Study

Relaxsanshop.it

The Problem

Relaxsanshop.it is an Italian online shop specializing in the sale of high-quality elastic stockings and underwear.

The increase in traffic and new customers has made it urgent to adopt Retention Marketing measures, with the aim of pushing customers to repurchase by sending them targeted offers based on what they have previously purchased.

The Analysis

Rfmcube has been integrated with the Shop, making it possible to know that:ed offer:

- 65% of customers do not buy for at least 1 year
- 79% made only one purchase
- On average, recurring customers buy once every 210 days

It was thus decided to create a Win-back campaign aimed at hibernating customers, who have not purchased for more than 1 year, and correspond to 65% of the entire historical customer.

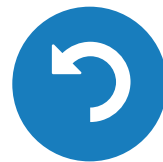
The clientele, however, has different needs and requires further segmentation to encourage them to buy again: for this reason it was decided to create 2 Clusters of Dormant customers, each with its own dedicated Offer:

- Those who have purchased Containment Underwear >> are offered a free cream
- Hibernates who bought Elastic Socks >> are offered free Patches

The segments obtained were synchronized with the Sendinblue email marketing platform, where the 2 automatic campaigns started.

The Results

After 3 months of campaign launches, the results were very positive:



73

hibernated customers made purchases again
(2% of hibernated)



AOV

higher than the average of + 30%



6.4%

of extra revenue on the total

"Rfmcube allowed us to easily build and integrate the customer segments we needed for our marketing"

Michela Ballasina,
Ecommerce Manager



RFMcube provides a new, powerful and cost-efficient solution to deploy your Retention Strategy

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