



Client Story

SPAL is a professional football club based in Ferrara, Emilia-Romagna, Italy. The team currently plays in Serie C, the third tier of the Italian football league system.

By leveraging Salesmanago's tools, Spal Ferrara saw remarkable enhancement in lead generation, contact base management, revenue stimulation and content deliverability, resulting in increased user loyalty and engagement.



Challenges and Objectives

- ✓ Increase revenue generated on current contacts in the base
- ✓ Increase AOV
- ✓ Improve Email Marketing Indicators
- ✓ Increase size of the contact base keeping good contact quality

Solutions Implemented

Revenue increase by:

- Implementing Cross-selling Campaign
- Implementing Winback Campaign
- Implementing Abandoned Cart Campaign

Improve Email Marketing indicators by:

- Segmented email sending (based on segmentation from Segmentation Center)

Take care about size and quality of the base by:

- Welcome Campaign
- Adjusted Lead generation functionalities (Pop-ups and forms)



Results and Impact:

116X ROI

ROI 116x for the last quarter and 30x for the last 12 months

Participation Attributed to SALESmanago (last click) in Total Sales: **43%**

Participation Attributed to SALESmanago (last click) in Total number of transactions: **27%**

AOV Attributed to SALESmanago (last click) comparing to AOV Total higher by **35%**

Base size increase of **2-4%** monthly

Percentage of Opt-in contacts in whole base: **73%**

OR increase of **40,98%** comparing Automation Emails to Mass Emails

CTR increase of **35,52%** comparing Automation Emails to Mass Emails

Base size increase of **29,82%** comparing period before using SALESmanago and after

