



36%

increase in last-click
transactions year to year

167%

increase in last-click
sales year to year

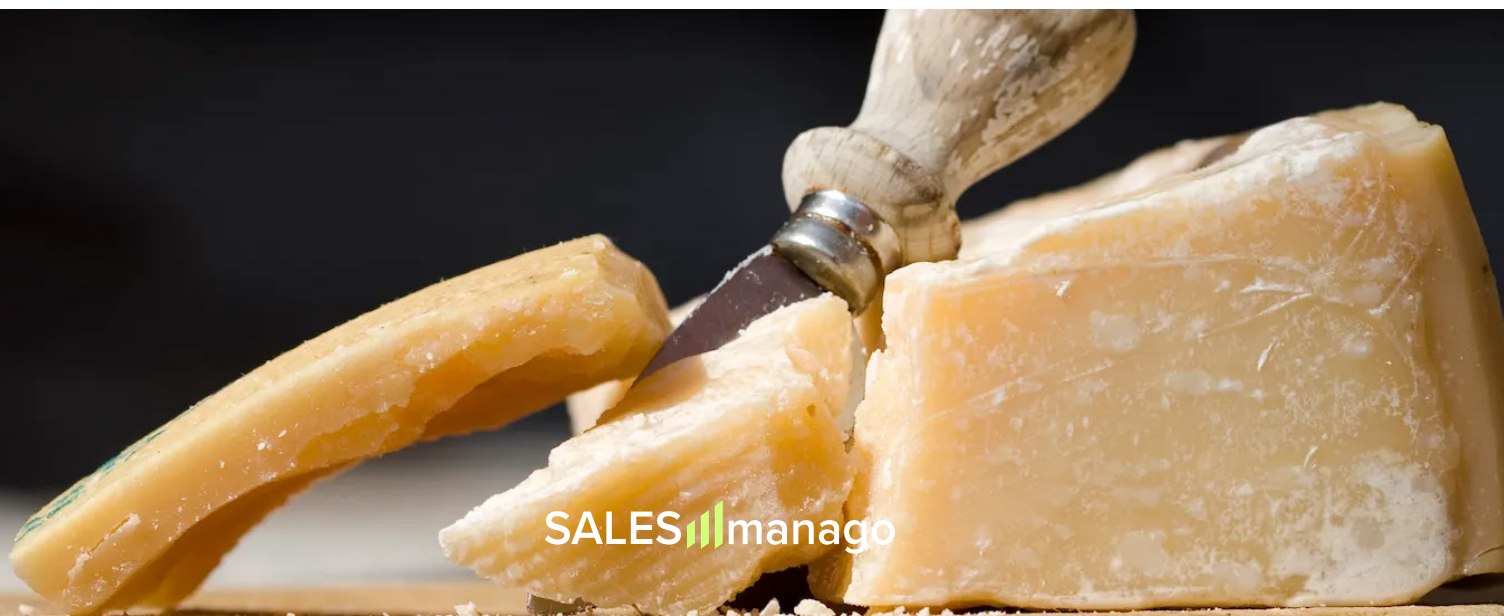


MAGILLA
THE MADTECH COMPANY

In the heart of Italy's renowned food valley, 4 Madonne Caseificio dell'Emilia has been a bastion of quality and tradition since 1967. Renowned for producing some of the finest Parmigiano Reggiano, this cooperative has grown from a local initiative into a major player in the cheese industry. Yet, in a digital age where e-commerce and customer engagement are paramount, 4 Madonne sought to innovate beyond their time-honored methods, embarking on a transformative journey with SALESmanago and Magilla.

Through its cooperation with SALESmanago and Magilla, 4 Madonne Caseificio dell'Emilia managed in just 3 years to expand and segment its customer base in detail, creating dedicated programs for both recurring purchasing (i.e. get your fav Parmigiano, discover the new selection for VIP customer, etc.) and leads. Along with a careful Marketing Automation strategy, designed to make the most of SALESmanago, short, medium and long-term SEO and digital advertising strategies (primarily Meta and Google) were employed. This allowed the company to consistently grow in double digits and maintain this trend even after the e-commerce boom associated with COVID-19 restrictions.

Giulio Stocco
Ecommerce Consultant @Magilla



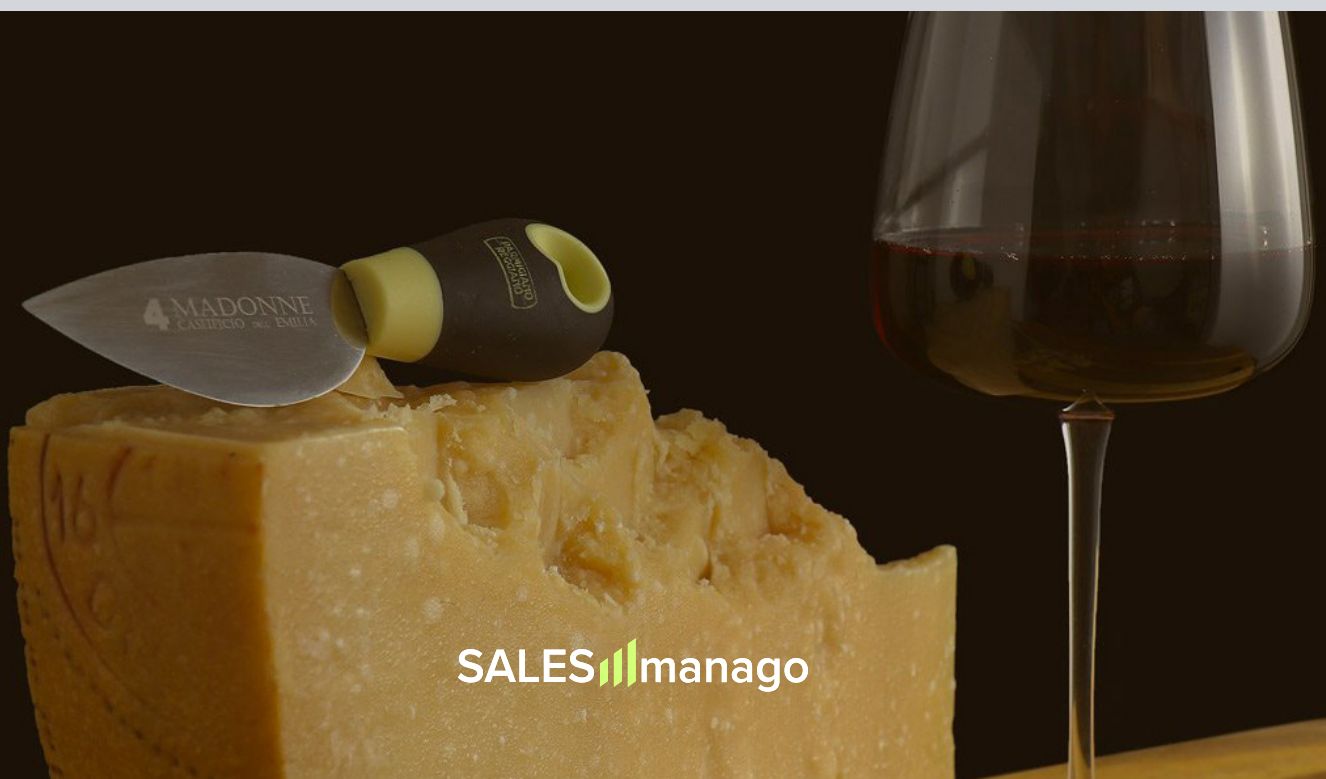


About

The origin of 4 Madonne Caseificio dell'Emilia dates back to 1967, when a group of local cattle farmers established it: the building's large scaled design made it look like a futuristic cheese factory. Across the decades, the cheese factory has constantly expanded the number of its shareholders and the quantity of supplied milk thereof. Currently, 4 Madonne Caseificio dell'Emilia is the only factory, out of 355 members of "Consorzio del formaggio Parmigiano Reggiano", which owns 7 sites in the provinces of Modena, Reggio Emilia and Bologna and employs over 90 people. On a regional basis, 4 Madonne Caseificio dell'Emilia stands out as one of the largest cooperatives across the district: the percentage of cheese which becomes Parmigiano Reggiano branded ranges 96 to 100% of the whole production and allows its shareholders to be paid-off a good price for their milk.

Today, the output of Parmigiano Reggiano D.O.P. (Protected Designation of Origin – P.D.O.) amounts to 400 wheels, per day and about 120,000, per year.

For more information about the company, visit www.caseificio4madonne.it





Challenges

With a rich history and a product steeped in tradition, 4 Madonne Caseificio dell'Emilia faced the modern challenge of expanding its reach and deepening customer relationships in a digital marketplace. The goals were clear yet ambitious:

Master intelligent customer segmentation using RFM (Recency, Frequency, Monetary value) models

Minimize churn rate while maximizing customer lifetime value (LTV).

Personalize online interactions to enhance user engagement and conversion rates.

Leverage the power of digital marketing to boost the efficacy of newsletters and seasonal campaigns (ex. Christmas).





Solutions

The collaboration with SALESmanago and Magilla marked a new dawn. Together, they implemented a suite of marketing automation tools and strategies designed to boost 4 Madonne's digital presence:

RFM automation targeted at engaging customer segments from champions to those at risk of churn.

Reactivation initiatives for dormant contacts, alongside birthday and special occasion campaigns for personal touches.

Implementation of automatic buyer journey's campaigns (welcome new lead, first conversion campaigns, OneTimeBuyers, cross-selling, delight)

The introduction of lead generation quizzes and dynamic website content, including exit pop-ups and custom widgets, to captivate and convert.

Regular, targeted newsletter campaigns to highlight specific products to the right audience segments.

Introduction of pop ups with specific focus on birthday banner and "subscribe to the newsletter" pop up for anonymous visitors

Segmentation that allows these personalized actions:

Transactional (based on RFM)

Based on User Activity (active, inactive in 30 days, 60 days, 90 days, 180 days)

Buyer Personas

Interests (based on visits, cart and purchases)



Results

The partnership's success is reflected in astounding metrics that speak to a digital strategy firing on all cylinders:

36%

A staggering +36% increase in last-click transactions year to year.

167%

An impressive +167% jump in last-click sales over the same period.

21%

Significant churn rate reduction by 21% over two years, enhancing customer retention.

57%

A +57% rise in average order value among recurring customers, indicative of loyalty.

57%

A +33% increase in monitored contacts and a +24% increase in contacts providing their birthdate, indicating a more engaged and growing community.

Are these stats possible to measure and increase using SALESmanago?

[Read here!](#)

Beyond these remarkable figures, the story of 4 Madonne Caseificio dell'Emilia's digital transformation is one of balancing tradition with innovation. It's a testament to how even the most traditional businesses can harness modern marketing technologies to not only survive but thrive in the digital age.



Looking Ahead

With the foundation for digital excellence firmly laid, the future holds promising developments for the Client:

The upcoming launch of a loyalty program to further reward and engage its customer base.

Enhanced lead nurturing campaigns to guide potential customers through the buyer's journey.

The introduction of a Customer Preference Center to tailor experiences like never before.





Conclusion

4 Madonne Caseificio dell'Emilia's journey from a traditional cheese cooperative to a digital powerhouse underscores the power of strategic digital marketing, the importance of customer-centric approaches, and the endless possibilities when tradition opens up for innovation. In partnership with SALESmanago and Magilla, 4 Madonne has not only preserved its heritage but has also set a new standard for excellence in the digital era.

For more insights and to explore how your business can achieve similar results, visit www.salesmanago.com and discover the potential of marketing automation.



SALES  **manago**