



2erre Organizzazioni:

Driving Growth

with SALESmanago

Comprehensive Solutions & Outstanding Results

2erre Organizzazioni

- Italy's leading youth sports event organizer

Brand:
TorneiGiovanili.com

Unique Position:
Only Italian company organizing international tournaments abroad

20+
years

of connecting clubs, athletes, and families with sports tourism experiences

Challenge

Improve email marketing performance

Expand contact base while maintaining quality

Implement deep segmentation for targeted communication

SALESmanago Solution

Advanced Email Marketing Automation

- ✓ Automated responses to product inquiries
- ✓ Personalized content in mass and dynamic emails

Deep Segmentation

- ✓ Dynamic processes via Automation rules
- ✓ Detailed user groups in Segmentation Center



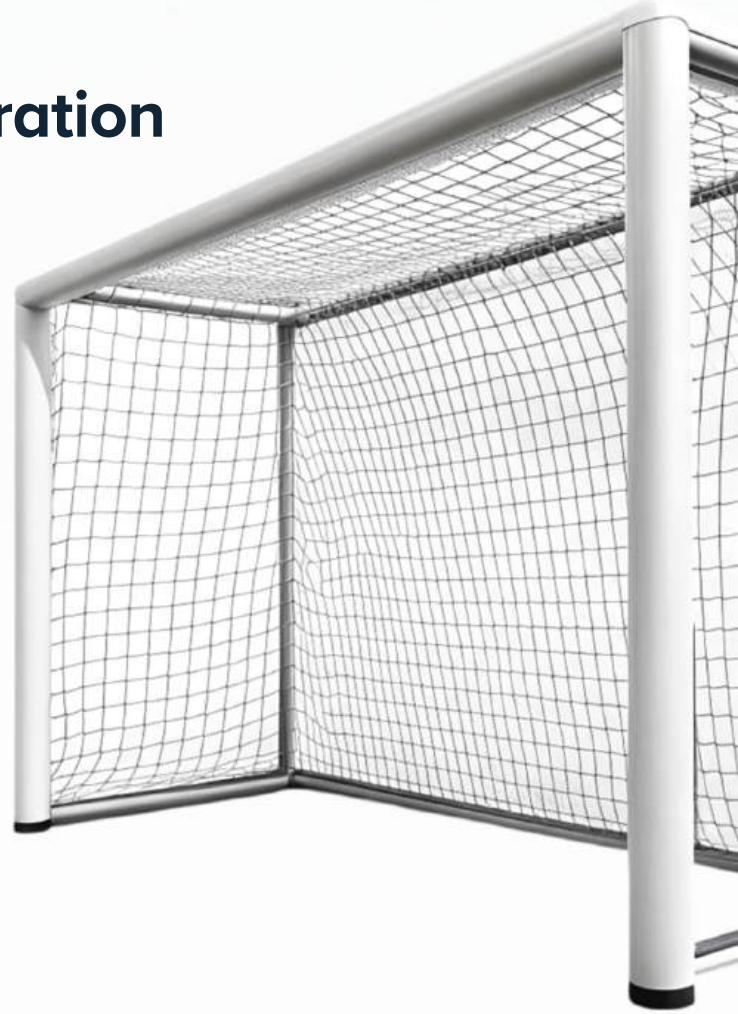
Multi-Channel Lead Generation

- ✓ Catchy pop-ups and visible forms on website

Web push notifications for alternative communication

Personalization at Scale

- ✓ Tailored content based on user actions and preferences
- ✓ Segmented dynamic emails with attractive, relevant content



Impressive Results

Email Marketing Performance

1. **35.97%** increase in Open Rate (OR) compared to pre-SALESmanago period
2. **21.57%** increase in Click-Through Rate (CTR)
3. **17.48%** increase in Click-to-Open Rate (CTOR)

Automated vs. Mass Emails (Current Year)

1. **30.46%** higher OR for Automated Emails
2. **26.48%** higher CTR for Automated Emails

Lead Generation Success

1. **63.43%** increase in contact base size since implementing SALESmanago
2. **95%** of contacts are opt-in, ensuring high-quality leads

Email Marketing Performance

4.37%  yearly increase in base size