

Subdued

Subdued an Italian brand for independent teenagers since the '90s, now operates 130 global stores and a multilingual eCommerce platform. Aiming to enhance customer engagement and streamline segmentation, Subdued partnered with SALESmanago for personalized, automated communication.



Solutions with SALESmanago

Subdued utilized SALESmanago's tools to deliver a personalized customer experience:

Lead Generation

Created personalized landing pages, birthday campaigns, and tailored promotions.

Automation

Deployed abandoned cart recovery, welcome programs, and post-visit campaigns using AI to predict churn and purchases.

On-Site Personalization

Added a personal shopping inbox, dynamic banners, pop-ups, and a preference center.

Advanced Segmentation

Categorized customers by interests, behavior, and region for targeted marketing.

Omnichannel Communication

Used dynamic emails, web pushes, pop-ups, and personalized inboxes for consistent engagement.

Key Results

Engagement:

- ✓ Email open rates ↑ by **50%**.
- ✓ Automation-driven emails had **110%** higher open rates and **388%** higher CTR.

Revenue:

- ✓ ROI reached **2065%**.
- ✓ **50%** of sales were automation-driven.

Scaling Efficiency:

- ✓ Automated workflows and segmentation supported international expansion.
- ✓ Utilized customer data insights for strategic growth.