

Manillo increases their sales by 8.6% using Cart Abandonment Emails from Fresh Relevance

CASE STUDY

Client
Manillo

Profile
A daily deal website selling a wide range of consumer products to customers in Denmark.

Website
manillo.dk

manillo.

Background

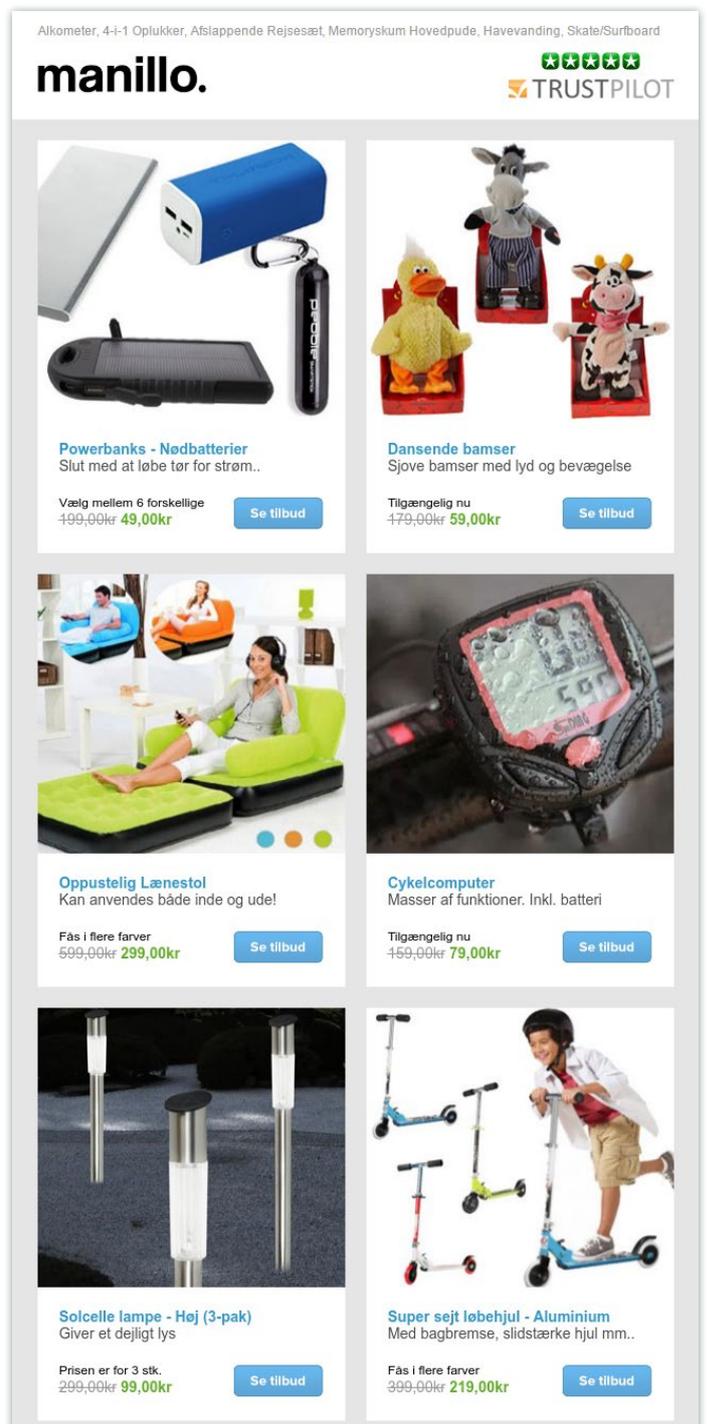
Manillo.dk is a daily deal website selling a wide range of consumer products to customers in Denmark. The site is ranked number one in its sector by Trustpilot and attracts high volumes of traffic to the site each month, but like most retailers it has problems with cart abandonment. The company approached Fresh Relevance to help it **convert abandoned carts** into increased revenue.

Solution

Director of Manillo.dk, Frederik Boysen explains: "There are a lot of cart abandonment solutions on the market but only Fresh Relevance could provide us with a **multi-channel customer engagement platform** that could cope with the multi device way in which our customers engage with us."

In addition to cart abandonment, Fresh Relevance has also improved the quality of the high volume email newsletters the company sends to its customers, by using dynamic **real-time content**. "In the past if a customer opened a newsletter after a deal had expired they would be very disappointed," explains Boysen.

Today, whenever the customer opens an email they will only ever presented with deals that are available at that moment. He adds: "We are able to ensure that our customers never receive a message from us regarding an expired deal."



Alkometer, 4+1 Oplukker, Afslappende Rejse sæt, Memoryskum Hovedpude, Havevandring, Skate/Surfbord

manillo. 

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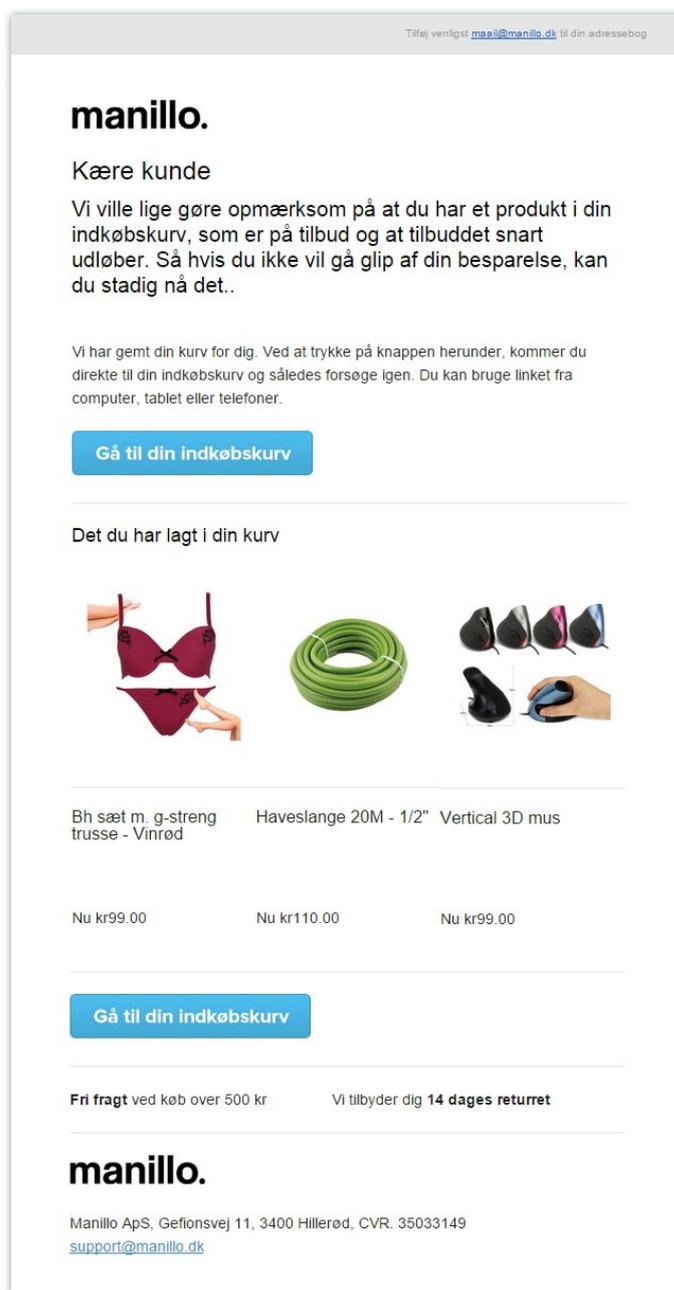
“Fresh Relevance has exceptional customer service, combined with a very high-quality technical support team. They are always fast to respond and eager to work closely with us to innovate the way we do online retailing.”

- Frederik Boysen, Director

Results

Fresh Relevance has been successfully working with the team at Manillo.dk for over one year and together they are achieving very impressive results with a 6.7% recovery rate, representing a sales uplift of 8.6%. “We send a lot of cart abandonment emails,” comments Boysen. “For example, in March of this year we sent 3,638 messages to our customers.”

Commenting on Manillo.dk’s experience of working with Fresh Relevance Boysen remarks: “Fresh Relevance has exceptional customer service, combined with a very high-quality technical support team. They are always fast to respond and eager to work closely with us to innovate the way we do online retailing.”



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