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Online Hi-tech Company

E-commerce optimization

Strategies to increase the return of investments



The reference market

Hi Tech: a market with great competitiveness that gathers ¼ of all online purchases, with limited margins and low loyalty, because of the development of websites providing *price comparison*.

Company Targets

Increasing the number of potential customers and real customers loyalty, managing Customer Lifecycle and increasing the company Return Of Investments, (**ROI**).

SitoVivo marketing strategy

The strategy developed improved the overall management of users on the website through **one-to-one marketing**, which helped the company reach its targets achievements.

With **SitoVivo Suite** integrated management system for one-to-one marketing the company was able to:

- Automatically classify and identify users
- Create automatic loyalty
- Verify and optimise browsing

SitoVivo Staff also created a coordinated visual identity. Our consultants also planned different activities aimed at channelling **qualified traffic** into the website by means of a multi-channel strategy that included:

- **The coordinated management of promotional activities and advertising investments** which followed identification of the most important keywords, products, channels (search engines, price comparisons, articles on thematic websites)

- **SEO optimization, with state-of-the-art search engine innovations** (url-rewriting, on site optimization, inbound linking, article marketing), advertising channel verification and periodic optimization, according to the returns generated.

The tools **provided for the web marketing management** allowed the customer to control, from one single integrated panel, all the different activities described in this strategy.

The results

Users were classified according to their requirements and habits, and over 7% of them were classified using personal data and added to profiled lists.

The conversion rate from prospect to customer, went from an initial 0.45% to 0.85%, exceeding 1.40% for some channels (increasing of over 100%). This was also possible thanks to an important reduction of Shopping Cart Abandonment and thanks to lists related to products exported for price comparisons optimisation. This gave the company the opportunity to adapt their offer to seasonal demand and to reduce no margin transactions.

Customer loyalty increased by an average of 50%, thanks to the introduction of high-quality articles and thanks to comprehensive online assistance support.