

*Sportsoul Saw 6x Increase in
Sales Conversion Rate
Using Marketing Automation Scenarios
by Related Marketing Cloud*

SPORT  SOUL

CASE STUDY



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D I G I T A L

ALL IN ONE MARKETING
AUTOMATION

Sportsoul Saw 6x Increase in Sales Conversion Rate Using Marketing Automation Scenarios by Related Marketing Cloud

Based on the motto “Sneakers for Democracy”, SportSoul offers a wide range of brands including sports shoes, sneakers, and sportswear with a **personalized service** approach.

Sportsoul’s goal was to provide a more personalized experience to existing customers. For this, they opted for Related Marketing Cloud **omnichannel campaign management** and **marketing automation platform** and has achieved striking results in digital marketing.

With **mobile scenario automations**, the company ran auto-triggered campaigns and increased its sales conversion rate by 6 times to 9 percent. With a single scenario, the company generated **5x more revenue** than any of the other scenarios.



CHALLENGE

Getting to **know its users better** and taking customer-centric marketing efforts to the next level was what the company had in mind when defining the need for better targeting through intelligent marketing automation technologies.

Some of the goals that the company set in implementing Related Marketing Cloud scenarios were:

⚡ **To provide** a more personalized experience to existing customers in parallel with their personalized service approach.

⚡ **Increasing** the conversion rate of customers to sales on the website and their share in company turnover.

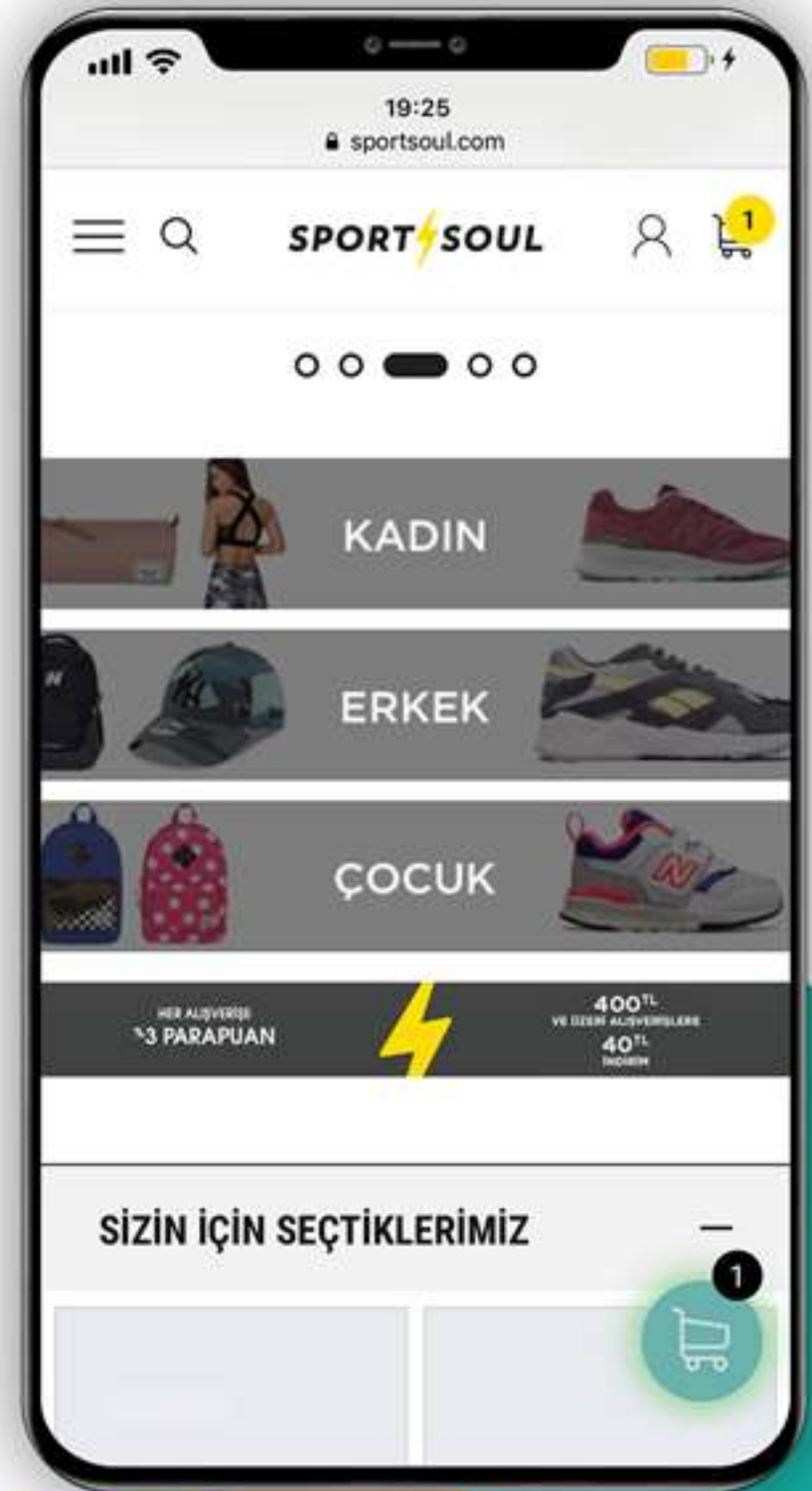
⚡ **To increase** the turnover and total volume of the website traffic which is already high on mobile.



PERSONALIZED SOLUTIONS FOR CUSTOMERS

Personalized intelligent marketing solutions designed by Related Digital enabled Sportsoul to increase customer engagement, loyalty and revenue based on tracking and analysing behavioral data through an integrated digital marketing platform.

The company has undergone a transformation in digital marketing, and achieved significant success, especially in mobile. Aware of the marketing value of current customers, the company has succeeded in multiplying its sales conversion rate and revenues with two scenarios run on its already high-traffic mobile website.



SOLUTIONS

1 **In the first scenario**, the discount pop-up appeared on the site after a visitor has remained there for a designated amount of time and/or a designated number of clicks to identify relevant customers. Thus, instead of a price-oriented approach, customers browsing the site were targeted with a personalized campaign without shifting the company's personalized service-oriented image to discount focus. **Revenue from only one scenario was 5 times higher than the total of all mobile digital scenarios of the same period.**

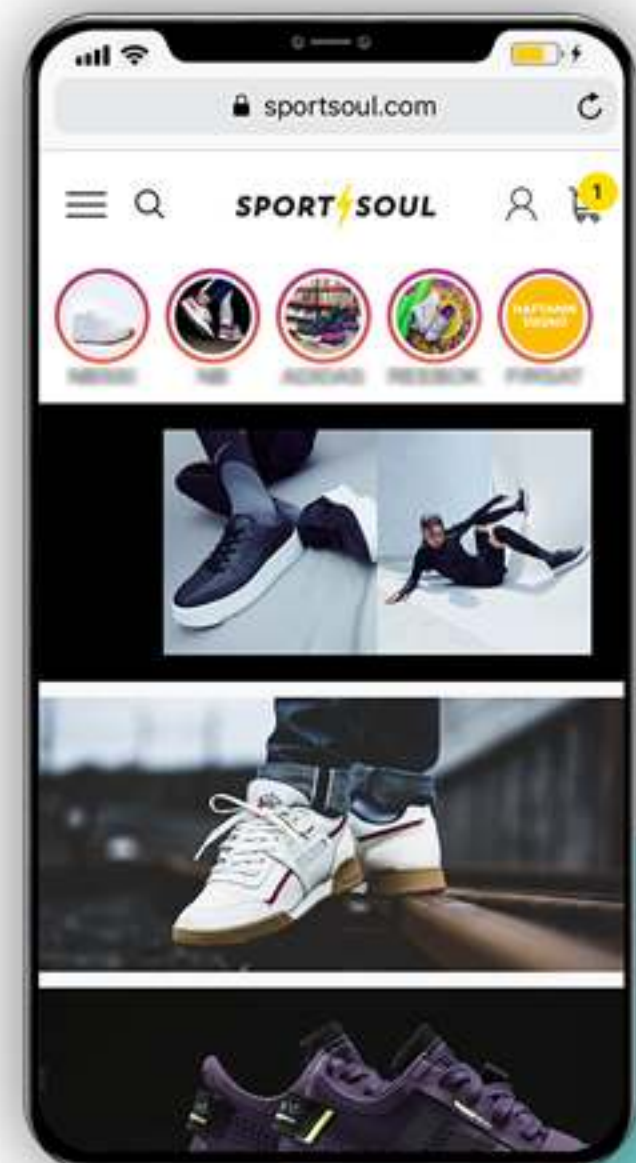
2 **The second scenario** included displaying a sticky shopping cart button to remind customers they have items in their cart on their subsequent visits on mobile. The sticky floating icon allowed the customers to reach their cart with a single click. **The conversion rate increased 6 times from 1.5 percent for other scenarios to 9 percent for this scenario.**



RESULTS

Sportsoul still improves their strategies by getting **unified customer data, insights, and tangible results of their campaigns** by taking action on what matters for their business objectives measured in real-time. The company uses **segmentation to reach relevant audiences at a lower cost** than bulk messaging and to avoid saturating customers with messages that are not relevant to the recipients.

Sportsoul plans to continue **cost-effective and customer-oriented digital marketing** and communications by implementing new and profitable scenarios in the future through more innovative Related Digital technologies.



SPORTSOUL TESTIMONIAL

Ecommerce represents a growing share of the market every year with an ever-evolving technology. With these developments, the expectations of the customers change and their demands increase.

Related Digital offers the easiest-to-use and result-oriented technological solutions compared to other solution providers so we do not get lost among such data density, make meaning out of big data to recognize our users and to meet their needs immediately.



Integrated marketing tools and scenarios such as campaign emails, personalized emails, product recommendations, segmentation, and personalized widgets on the website ensure a seamless experience for the customer and results in increased revenues.

Having a full view of all customer data at a glance instead of having to look multiple places and managing all the marketing activities and scenarios from one platform through seamless integration with our e-commerce infrastructure leads to more efficient marketing management and increased productivity.

We are glad to work with this wonderful team at Related Digital.

Erkal Ceyhan

Brand Manager - Sportsoul

ABOUT **SPORTSOUL**

Sportsoul is a part of Vepa Group and operates in retail and e-commerce industries. Sportsoul serves as a meeting point for sports fans and everyone who embraces sports as part of their daily life. Sportsoul offers a wide range of sportswear collections including everyday sneakers, sports and activewear, accessories and children's collections.

ABOUT **RELATED DIGITAL**

Related Digital deals with different retailers from every sector and is able to handle even the biggest and most complicated data sets, integrate it and segment it creating personalized campaigns on the fly. For example we send 50 million e-mails for Morhipo (fashion brand), mainly personalized and based on web behaviour. As part of the omnichannel customer journey we also personalize websites with product recommendations and targeted banners.

SPORT ⚡ SOUL


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