



CASE STUDY

Italian company with a forward-looking vision to apply an equally forward-looking digital marketing approach



Strategy | Marketing Automation | Facebook ADV

FelsineoVeg chose to entrust AI6 in achieving these ambitious goals.

The FelsineoVeg Story



Since 2017 FelsineoVeg has been committed to supplying 100% plant-based meat alternatives made from a range of organic, healthy and wholesome foods, providing nutrient-rich and equally delicious final products. With the population's ever-growing consciousness of a plant-based diet's positive effects on our health, animal welfare and the environment, FelsineoVeg's products are not only aimed at those who follow a vegetarian diet, but for all those who want to live a healthier lifestyle and want to contribute to a healthier planet.

FelsineoVeg launched their dedicated eCommerce website in 2020 and soon recognized the necessity of a more strategic approach to achieve their goals: to increase site traffic, customer database and ultimately the number of sales acquisitions.

As a secondary goal they aspired to increase customer retention by transforming one-time buyers into loyal, returning customers and overall increasing the company's online revenue.



Following a thorough strategic assessment our team decided to use an advanced Marketing Automation tool and a proven eCommerce growth strategy:

Seven automated email campaigns were designed and implemented, including a reward campaign for the most loyal customers.

Why Marketing Automation?

This tool integrates anagraphic and behavioral customer data and allows marketers to segment them to deliver personalized and relevant messages.

Relevancy is the key to create interest, increase customer engagement and to increase the likelihood of customers moving through the life cycle towards becoming true brand advocates.

Armed with a powerful marketing automation tool and the right growth strategy FelsineoVeg has achieved remarkable results in just a few months.

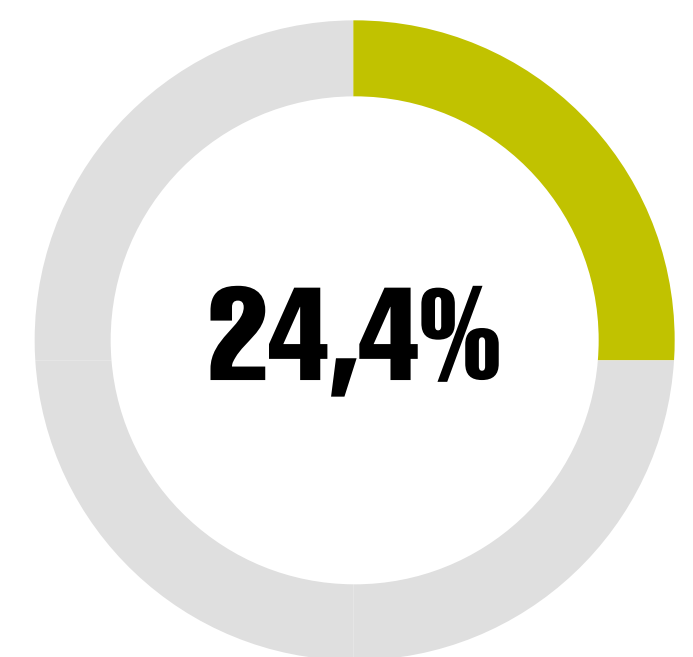
They have managed to increase the number of their sales leads by 33% and the online orders by 65%. An outstanding 24,4% of their total online revenue has resulted from campaigns managed by marketing automation. We are looking forward to seeing this inspiring brand continue to grow.



Increase their sales leads



Increase online orders



Campaigns managed by marketing automation



We can only thank AI6 for their professionalism and expertise. The increase of the number of leads is truly outstanding considering that we haven't done any lead campaigns, only awareness. The training in particular was excellent.

They have earned our trust 100%.

Anna Cagnetti,
Marketing Manager
at Gruppo Felsineo SpA



We are a group of highly skilled marketing professionals who listen to customers' pains, are able to interpret their data and understand their business objectives.

We develop technologies and integrate our services into solutions, tailored for our customer needs to boost their digital maturity. Ultimately we are passionate about making our clients successful in the short and long run.