



fresh relevance

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

Client
Manillo

Website
manillo.dk

Profile

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

CASE STUDY

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."

The screenshot shows a grid of six product categories on the Manillo website:

- Powerbanks - Nødbatterier**: Slut med at løbe tør for strøm..
Vælg mellem 6 forskellige
499,00kr 49,00kr [Se tilbud](#)
- Dansende bamser**: Sjove bamser med lyd og bevægelse
Tilgængelig nu
479,00kr 59,00kr [Se tilbud](#)
- Oppustelig Lænestol**: Kan anvendes både inde og ude!
Fås i flere farver
599,00kr 299,00kr [Se tilbud](#)
- Cykelcomputer**: Masser af funktioner. Inkl. batteri
Tilgængelig nu
159,00kr 79,00kr [Se tilbud](#)
- Solcelle lampe - Høj (3-pak)**: Giver et dejligt lys
Prisen er for 3 stk.
299,00kr 99,00kr [Se tilbud](#)
- Super sejt løbehjul - Aluminium**: Med bagbremse, slidstærke hjul mm..
Fås i flere farver
399,00kr 219,00kr [Se tilbud](#)

At the top of the page, there is a header with the Manillo logo and a Trustpilot rating of 4.5 stars.



“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.”

Tilføj venligst mail@manillo.dk til din adressebog

manillo.

Kære kunde

Vi ville lige gøre opmærksom på at du har et produkt i din indkøbskurv, som er på tilbud og at tilbuddet snart udløber. Så hvis du ikke vil gå glip af din besparelse, kan du stadig nå det..

Vi har gemt din kurv for dig. Ved at trykke på knappen herunder, kommer du direkte til din indkøbskurv og således forsøge igen. Du kan bruge linket fra computer, tablet eller telefoner.

[Gå til din indkøbskurv](#)

Det du har lagt i din kurv

Bh sæt m, g-streng trusse - Vinrød

Nu kr99.00

Haveslange 20M - 1/2" Vertical 3D mus

Nu kr110.00

Nu kr99.00

[Gå til din indkøbskurv](#)

Fri fragt ved køb over 500 kr Vi tilbyder dig **14 dages returnret**

manillo.

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