



minubo

MAX YOUR PROFIT

# NEXT GENERATION E-MAIL MARKETING

PREDICTIVE EMAIL MARKETING WITH  
NEXT-BEST-OFFER CAMPAIGNS:

## INTELLIGENT E-MAIL AUTOMATION TO BOOST SALES

As an online shop for pet food and animal supplies, ZooRoyal, a company of the REWE GROUP, relies on their email communication channel to stay in touch with their customers. Thus, seamless processes and to-the-point communication strategies are of great importance for the Marketing and CRM teams at ZooRoyal.

Nurturing existing customers plays a big role in ZooRoyal's day-

ZooRoyal

to-day business, especially for churn prevention and reactivation purposes. Thus, next-best-offer email campaigns are an important tool for the company: By using the minubo customer segmentation intelligence and the possibility to feed this data to email and campaign management tools via data feeds or specific APIs, ZooRoyal can provide dog owners with dog food and complementary cross-selling offerings just when they need it.



CUSTOMER  
LOYALTY

Loyal customers are an important corporate asset for ZooRoyal – they have a significant buying potential and are a constant source of sales. So, strengthening the relationship with these customers is a key objective.



PROCESS  
EFFICIENCY

Manual and time-consuming approaches for customer segmentation need to be replaced with faster, easy-to-use and automated techniques that deliver relevant content to the right people at the right time.

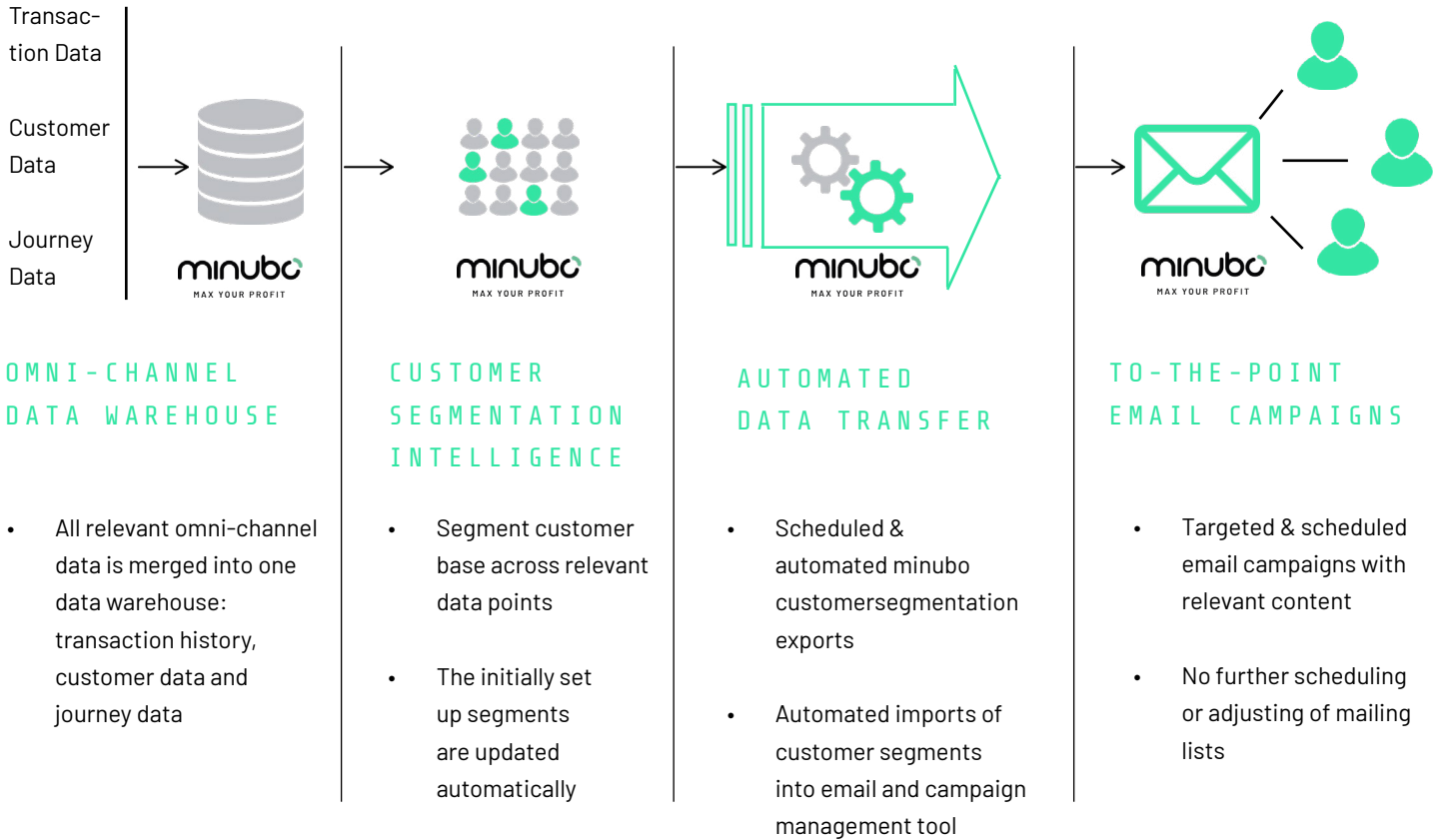


REVENUE  
GROWTH

Great sales are all about customer segmentation and targeted communication: The optimization of the email marketing strategy helps realize the goal of fully exploiting the buying potential of existing customers.

## AUTOMATED NEXT-BEST-OFFER CAMPAIGNS

minubo offers various integrations to further sources and third party systems – including an integrated connection between the minubo Commerce Intelligence Suite and email marketing systems. Thus, the CRM and Marketing teams at ZooRoyal are able to automatically target loyal customers that are due to rebuy – with the right products.



"The segmentation and automation possibilities within this tool have a significant impact on our email campaign results!"

Thomas Johanning, Teamlead CRM, ZooRoyal



### PERFORMANCE BOOST:

Higher open & click rates



### INCREASED REVENUE:

Higher conversion rates & sales ratios



### SAVED RESOURCES:

Time-saving processes through automation

