

ePRICE BENEFITS FROM **CUSTOMER INSIGHTS** TO MAXIMIZE THEIR OMNICHANNEL MARKETING STRATEGY

ABOUT ePRICE

ePRICE is a well-known and respected Italian marketplace, and the market leader for consumer electronics, home appliances, gaming and more. They offer customers a strong catalog of over 7 million products, while sellers benefit from lower commission rates and no listing fees compared to other marketplaces.

ePRICE is one of the top eCommerce retailers in Italy, with revenues of 131 million euros and GMV (Gross Merchandise Volume) of 185 million euros in 2019.

Since 2002, ePRICE has managed a network of 111 Pick & Pay points across 109 different cities. These are collection and payment points that combine the advantages of buying online with the convenience and safety of a local shop. ePRICE also launched the Home Service mobile integrated platform to the Italian market, which manages the deliveries and installations of large household appliances in a convenient way, with a reach of 16 million residents.

In 2019, they also launched IMN 'International Marketplace Network', an international European marketplace network that allows consumers to sell across Italy, France, Germany and Romania.



THE CHALLENGES

ePRICE was using multiple platforms for managing all of their communications, in terms of communication effectiveness and data exchange. This meant that their data was not being processed uniformly across all systems. Consequently, each campaign involved a costly expense in terms of both money and time, as well as not being able to create automated and insightful reporting.

In addition, there were other critical issues including the management of their online catalog, with over 8 million products in stock, 3 million products on sale at a time, 6 million active offers, and almost 10,000 articles updated every five minutes. Another difficulty was the management of user data: ePRICE did not have a centralized database for their customer data, and as a result, had difficulty in creating segments and marketing automation flows triggered by specific events, and not only by timed events.

THE SOLUTION

Mapp was chosen as ePRICE's marketing automation platform after carefully reviewing all the key players in the market. Mapp Cloud's thorough and technical proposal was the overall winner: a cloud solution that combines customer insights with omnichannel marketing automation, an ongoing development roadmap that allows for future-proofing, the ability to process data in real-time, with web analytics metrics based on raw and non-aggregated data, and finally the ability to export any type of data.

Thanks to Mapp, ePRICE can now accurately predict the customer's next move and obtain valuable customer insights, such as the customer journey funnel, the propensity to abandon and purchase, the identification of the most/least viewed and purchased products, the identification of users in search of previously unavailable products returned to stock and numerous other key pieces of data.

ePRICE now has the data they require to launch marketing campaigns and personalized messages through automatic workflows on all its digital channels, in real-time.

The vast experience and strategic consultancy offered by the Mapp team allow ePRICE to not only optimize the existing customer journeys, but also to identify new communication strategies. This mix of technology and services allows ePRICE to activate their data to focus on its customers with relevant campaigns in terms of content, channel and time. Thanks to the orchestration and execution of its campaigns, they are now able to maximize their email marketing strategy, but also extend their customer journey communications across other digital channels, such as mobile app and website.



THE RESULTS

All marketing and business KPIs have increased compared to the previous year, with an average of +14% in Open Rate and +18% in Click Through Rate. In general, conversions to sales increased by a whopping 144%.

+14%

OPEN RATE

+18%

CLICK THROUGH RATE

+144%

CONVERSION RATE

THE PERFORMANCE OF AUTOMATED WORKFLOWS ALSO IMPROVED WITH AN INCREASE IN THE OPEN RATE OF **+56%** AND THE CLICK THROUGH RATE OF **+50%**, WHILE THE DELIVERY RATE REACHED **99.7%**.

Since partnering with Mapp, ePRICE is now able to optimize the operations across their whole team, allowing them to spend more of their valuable time on strategy and planning.



We wanted a single technological solution that included all the necessary features for the activation of omnichannel marketing campaigns, without relying on multiple external suppliers. After a careful examination of various vendors, we decided to choose Mapp, a partner that we believe to be reliable and suitable to meet our growth needs. Mapp Cloud allows us to analyze and make the best use of the data in our possession, by activating marketing campaigns that will provide our customers with a hyper-personalized experience.

Gaetano Gasperini, General Manager, ePRICE