

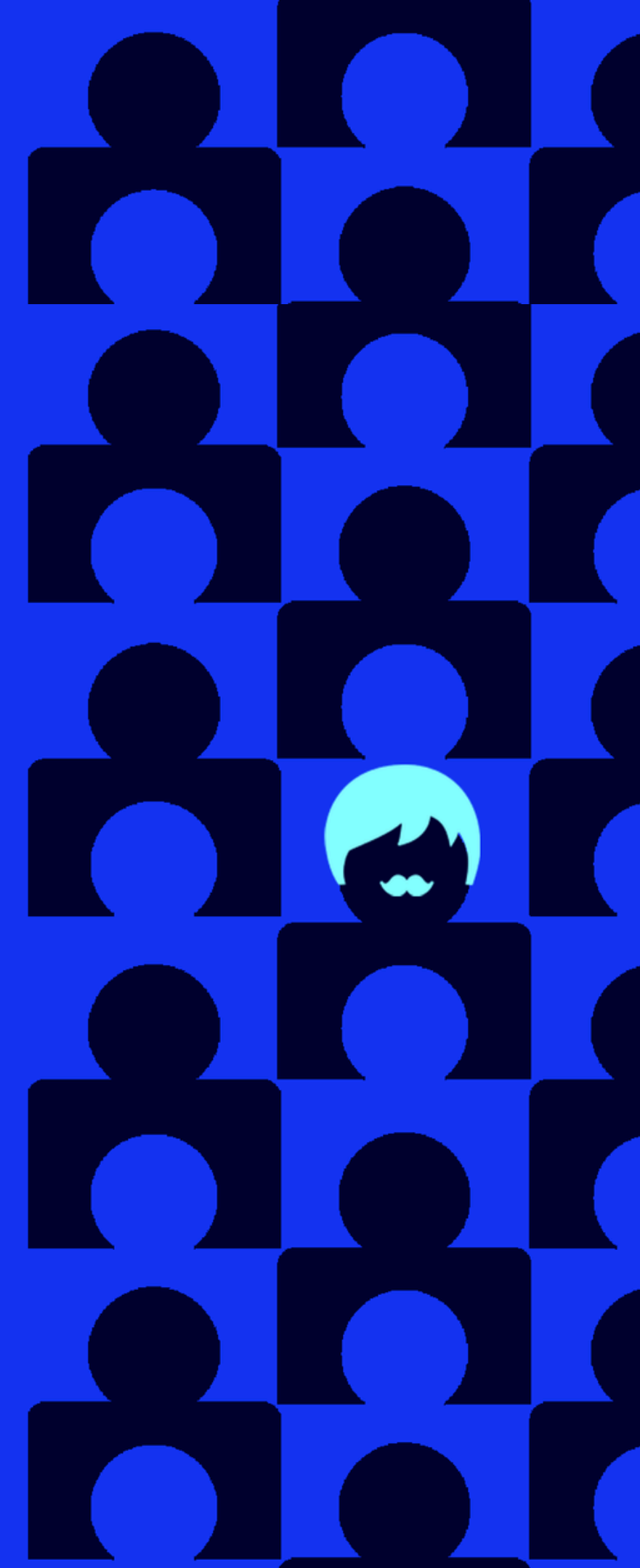
CASE STUDY

SEMLER

# SEMLER Automotive Group

How Semler achieves a 25% email CTR with  
Behavioral Audiences powered by SalesWings

Presented by  **SALESWINGS**



# The Background

Meet Semler, the driving force behind Denmark's automotive industry.

As the flagship importer and retailer of the Volkswagen group brands, Semler owns an impressive 26% share of the nation's car market.

Partnering with big names like Volkswagen, Audi, and Porsche, Semler isn't just about selling cars; it's about building lasting relationships with customers and delivering best-in-class automotive services and experiences.

The automotive industry is in constant change with new drive trends, new ways of owning vehicles, and recent supply chain disruption.

In these shifting market conditions, Semler was eager to rethink its online customer engagement game plan to be more data-driven.

# SEMLER

# The Challenge

Identifying opportunities for cross-selling services became crucial for Semler to keep the wheels turning smoothly in an always-changing environment. With no insights into how prospects were interacting with Semler's website and car configurator funnel, it was a real challenge to understand how to create targeted audiences based on what brand, color, option, or models prospective clients cared about.

Their marketing campaigns therefore lacked that personal touch needed to connect with customers at different stages of the digital buying journey. The result was disappointing campaign results, with low email click-through and open rates, low ROI from ad spend, and a growing frustration from the sales and marketing team who felt like they were driving blindfolded.

“

Saleswings gives us the opportunity to interact with our customers and potential customers in real time. We have the opportunity to communicate the right message at the right time in relation to the customer's buying journey.

”



Morten Friis-Olsen,  
SEMLER Group  
CMO &  
Head of Customer Experience

# The Solution

SalesWings stepped in with its solution for behavioral data collection and no-code lead qualification and profiling for Salesforce Marketing Cloud. With actionable first-party data, Semler gained a whole new level of control over how they interacted with potential and existing customers.

By tapping into real-time data about how prospects were customizing their dream car online. Semler was then able to create intent data audiences and use SalesWings data points to create highly relevant and personalized owned and paid media campaigns. This meant no more generic campaigns – every message felt like it was crafted “just for me”.

And the best part? Semler could now spot the hottest leads and deliver the perfect sales message at just the right moment.

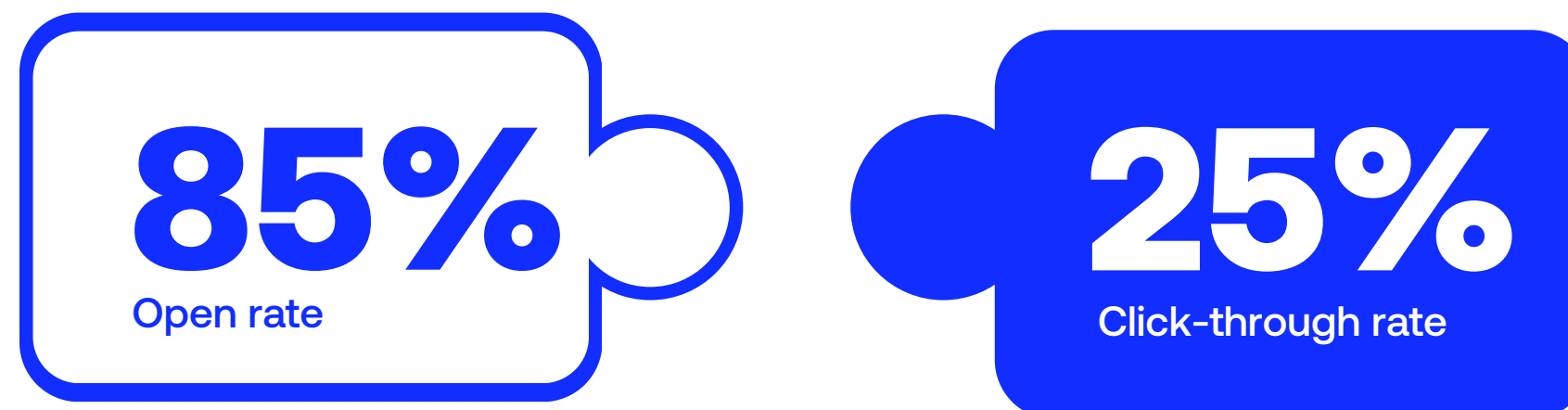
## SalesWings B2B Studio

SalesWings B2B Studio is a Salesforce certified lead and account insights platform. SalesWings allows for fast and flexible behavioral data collection, the identification of interests and readiness for sales, and achieving superior campaign engagement, sales and marketing alignment and sales efficiency.

# The Results

The results speak for themselves. Semler's email campaigns saw an incredible 85% open rate and a 25% click-through rate (up from 11.1%), showing that customers were not just listening, but actively engaging.

With hyper-personalized emails, it's clear that customers were loving the attention to detail. By teaming up with SalesWings, Semler didn't just boost sales – they transformed the way they connected with customers, building stronger relationships and driving long-term growth in the process.



## About SalesWings

Our customers gain total control over the lead qualification and handoff processes by collecting and leveraging first-party behavioral data.

We proudly serve clients in 20+ countries and are headquartered in Lausanne, Switzerland.