# SUCCESS STORY: ULABOX
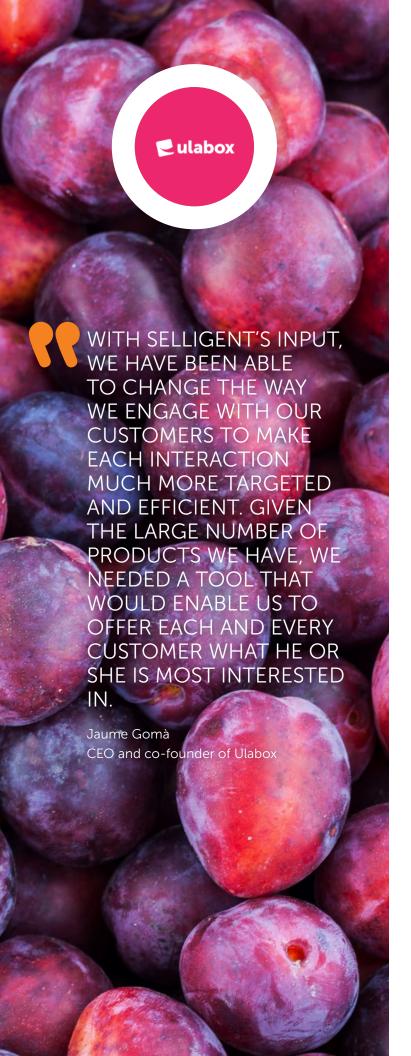
*Ulabox increases conversions and revenue with a data-driven approach to personalization and automation*

> **WITH SELLIGENT'S INPUT, WE HAVE BEEN ABLE TO CHANGE THE WAY WE ENGAGE WITH OUR CUSTOMERS TO MAKE EACH INTERACTION MUCH MORE TARGETED AND EFFICIENT. GIVEN THE LARGE NUMBER OF PRODUCTS WE HAVE, WE NEEDED A TOOL THAT WOULD ENABLE US TO OFFER EACH AND EVERY CUSTOMER WHAT HE OR SHE IS MOST INTERESTED IN.**
>
> Jaume Gomà
> CEO and co-founder of Ulabox

## ULABOX
www.ulabox.com

## SECTOR
Online Groceries

## COUNTRY
Spain

## CAMPAIGN RESULTS

- **80%** of customers made repeat purchases
- **70%** increase in open rates for micro-segmentation targets
- **5%** direct conversion from each newsletter
- **20%** direct conversion in repurchase actions
- **54%** increase in revenue from transactional recall messages
- **27%** increase in revenue from vouchers to newly registered users
- **75%** increase in revenue from repurchase incentives
- **80%** open rate and **72%** replay rate for satisfaction surveys

Ulabox is the #elAntisúper ("anti-supermarket"), the first 100% online Spanish supermarket. Its sole aim is to make life easier for its customers. Created by and for the Internet, with no physical stores and with a high-tech logistics operation, it offers more than 13,000 different supermarket products. What sets it apart from the rest? DNA that's digital through and through, nationwide service to every zip code in the peninsula, an obsession with customer service, and software designed entirely in-house. Ulabox is proof that a model of this complexity, and with such tight operating margins, can absolutely be profitable.

# The challenge

Ulabox needed to get to know its registered users better, so that it could offer them the products they were most interested in buying. The #elAntisúper has more than 13,000 products and 200,000 users in its database, so it needed to match each consumer with the items that would most likely be of interest to them. It also wanted to engage with its customers effectively, and this meant personalizing each and every one of the messages sent via different communication channels.

# The road to success

Since 2012, the year in which Ulabox and Selligent started working together, the #elAntisúper has developed numerous campaigns using Selligent's omnichannel engagement platform with the goal of improving relations with its customers.

**1.** Campaigns have been set up to enhance the data and get to know customers better. Ulabox needs to know what each customer wants and the best time to offer it to them. **When would you like us to deliver your purchases?**

**2.** A satisfaction survey system was put in place to find out what consumers think: **What did you think of our fresh produce?** Getting to know the customer's opinion is vital for repeat purchases.

**3.** The creation of customer lifecycle journeys and micro-segmentation have enabled Ulabox to pinpoint which customers it should send each type of message to at any given time: **Here are the best offers on diapers!**

**4.** Automated campaigns now prompt inactive consumers to use the service. **Why haven't you tried our service?** Customers are buying more products as they are exposed to product recommendations based on past purchases, which is increasing the value of the shopping cart.

**5.** Transactional messages now drive engagement with the promotional gifts offered by Ulabox, including the voucher of the month. **Did you like the gift included with your last purchase?** Ulabox now has first-hand feedback from customers on new products, including how receptive they are to product news and innovations.

**6.** By creating a system of contests related to the last purchases and profile of each user, Ulabox can now offer exclusive promotions based on each customer's tastes. **The last time you made a purchase you accumulated points. Use them!**

# About Selligent Marketing Cloud

**Selligent Marketing Cloud is a marketing automation platform that enables B2C brands to engage consumers across all critical channels. Built for the relationship marketer, Selligent Marketing Cloud is the only marketing cloud built on a single code base, featuring artificial intelligence and a Customer Data Platform with a universal consumer profile at the core of every action.**

More than 700 brands across retail, travel, automotive, publishing, and financial services rely on Selligent Marketing Cloud's proven platform. With 10 offices across the United States and Europe and more than 50 agency partners, Selligent Marketing Cloud serves over 30 countries with local, personalized service.

Learn more at www.selligent.com and connect with the team at Twitter, LinkedIn, and our blog.