



FlowX

**BOOST YOUR SALES WITH
FLOWX: ACTIVATING
CUSTOMER DATA
BOTH ONLINE AND OFFLINE**



SUMMARY

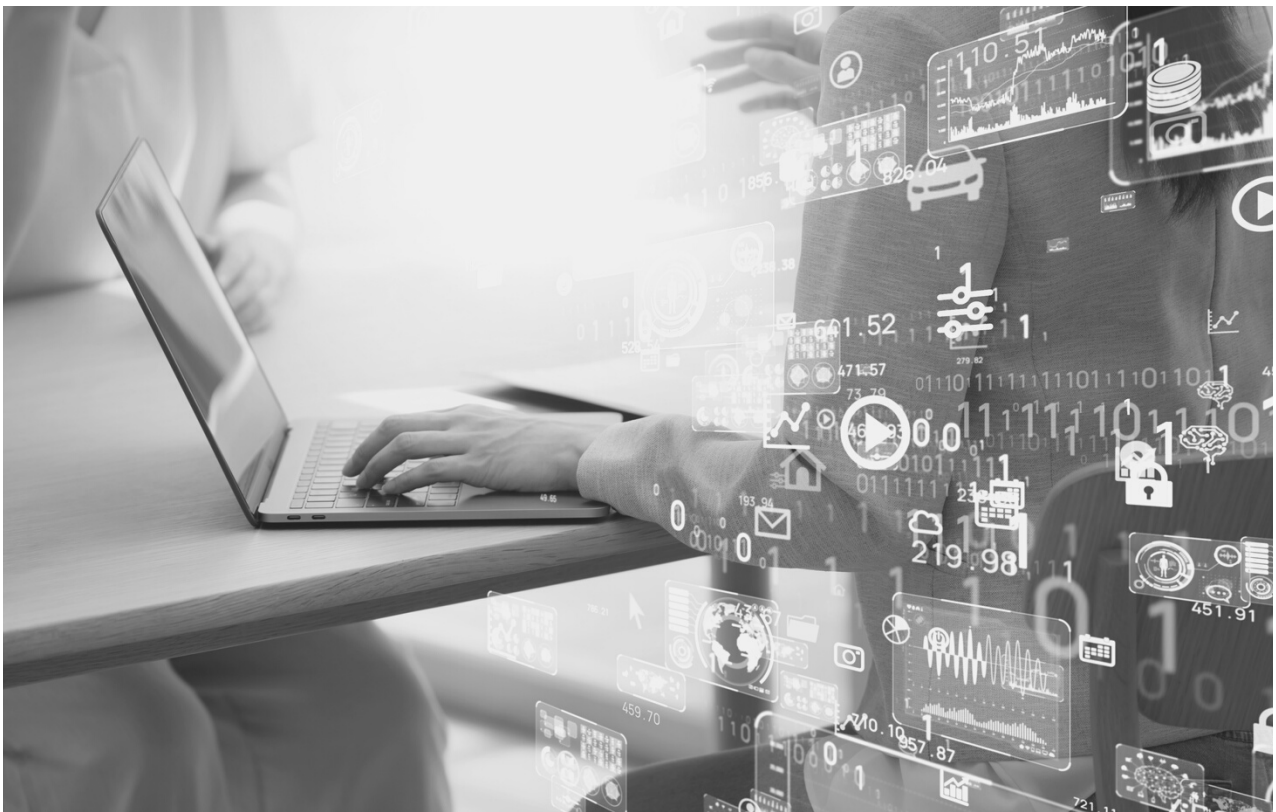


RES, a leading food product retailer, has over 58,000 customers per month. These clients buy their products online and in over 40 physical stores. With such a high volume of activity, RES needed to gain a deeper understanding of its customers' buying behavior to maximize service and satisfaction, both in-store and offline.

Then, RES partnered with Strata Analytics to implement FlowX, a product designed to manage customer data and omnichannel marketing campaigns based on clients' behavior. By utilizing FlowX, RES saw a significant increase in sales and reached an impressive 52% growth in its recurrent and loyal customers. Its buyer's frequency also rose by 10%, along with a 24% increase in its average ticket per client.

ABOUT RES


RES is a company specialized in retailing food products via a broad network of physical shops and online stores. The business has separate operations for each of these channels, with existing customer data for the online side but no relevant data about the offline customers. Without an automated system in place, launching marketing campaigns efficiently was challenging for RES.





THE CHALLENGE

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RES lacked accurate information to understand its offline clients' demographics, behaviors, and needs. Without this vital knowledge in hand, RES could not construct effective targeting strategies for its campaigns nor personalize communication with buyers. As a result of these shortcomings, the company had no way of assessing the effectiveness of its campaigns based on precise data.

In particular, RES lacked the unified database -of both offline and online customers- needed to build personalized communication tailored to each client's behavior, profiles, preferences, and interests.

Hence, RES contacted Strata Analytics, a company with expertise in big data services and advanced intelligence analytics, to accept the crucial task of taking on this important challenge.

THE SOLUTION

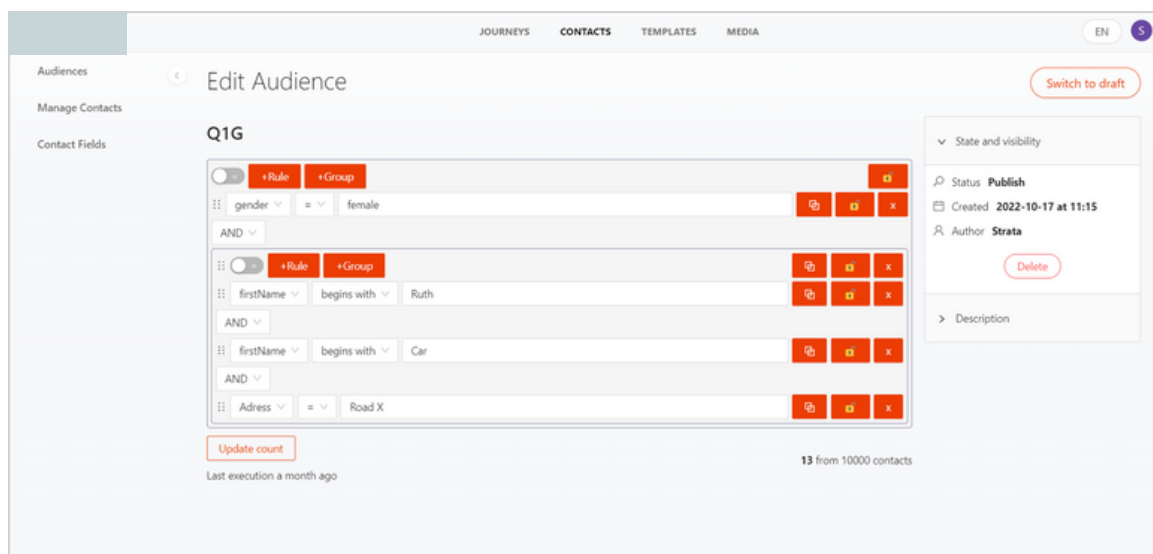
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Strata Analytics has identified FlowX as the ideal solution for addressing RES's needs.

By implementing FlowX, an easy-to-use interface to manage marketing campaigns, RES has successfully generated customer journeys, built audiences, communicated with clients through email, SMS, WhatsApp, IVR, and social media, and collected data. In addition, RES has developed solid, segmented campaigns that are effectively monitored and controlled through metrics.

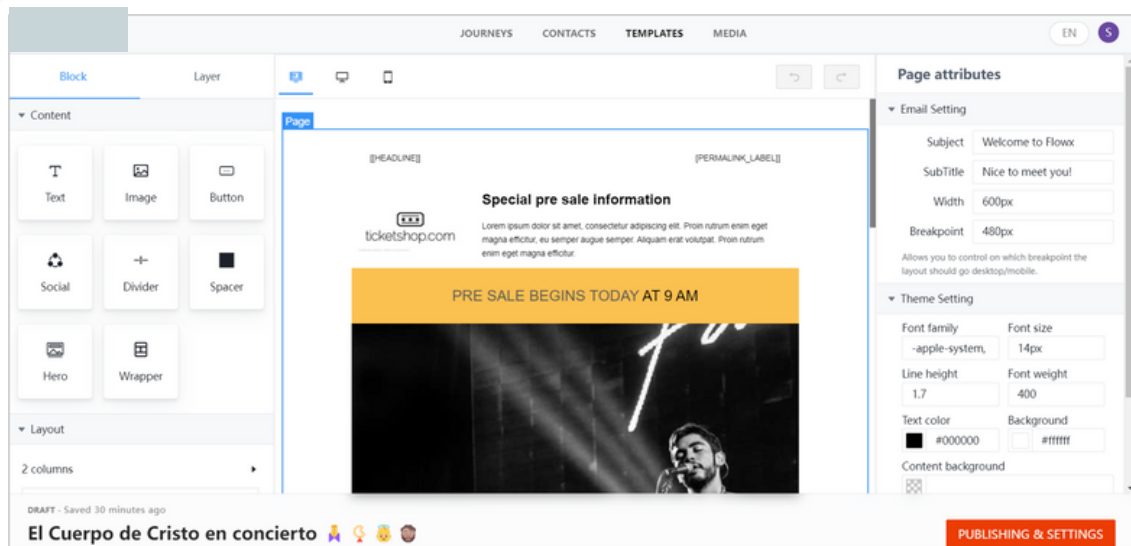
Leveraging the 360° view gained on its customers through FlowX, RES now possesses accurate data on product purchase frequency, day of purchase, average ticket price, and expenditure per customer. This information has enabled RES to develop effective marketing campaigns.

Additionally, the various features of FlowX and its intuitive handling have made it straightforward for RES to achieve its marketing goals. By using the audience module, RES can now produce customer segments based on desired traits.

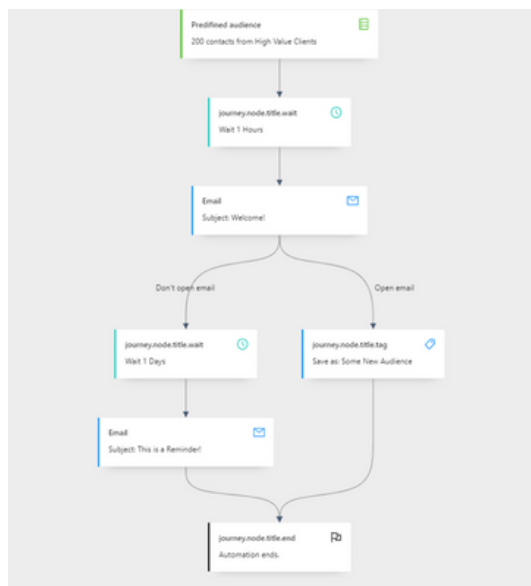


Segment editor

Moreover, RES utilizes the FlowX content editor to create personalized, bulk messages that can be easily filtered without requiring technical expertise. RES can now customize its messages for clients by incorporating its logo, brand colors, and look & feel.



Message editor

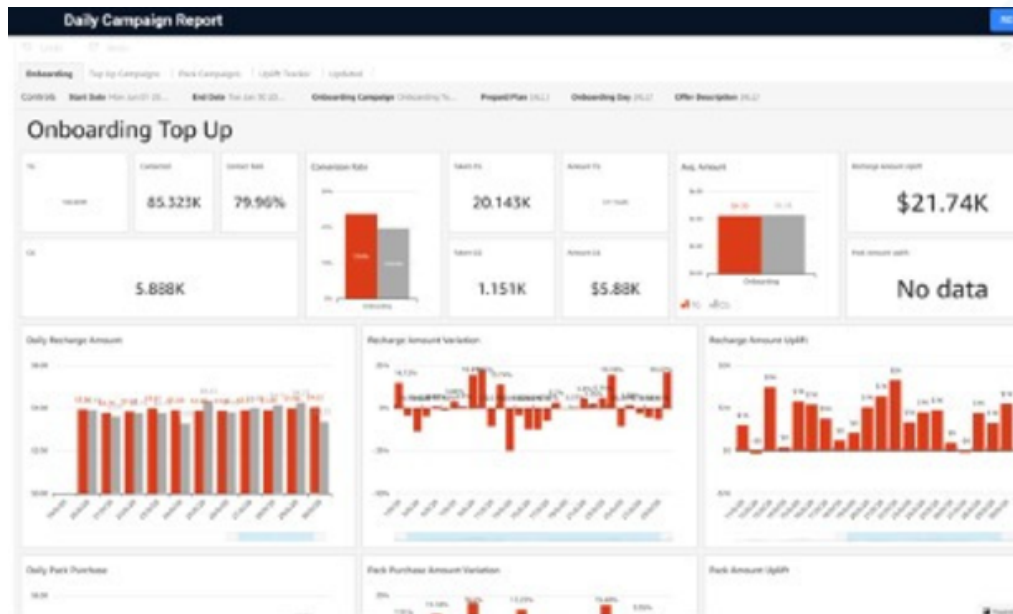


Message Flow Editor

FlowX also enables RES to communicate with customers via multiple channels, including email, SMS, WhatsApp, IVR, and social media. This has expanded the reach of RES' campaigns by allowing it to configure different messages for various channels within a single campaign.

For instance, RES can send an SMS or WhatsApp message to a recipient who has not previously opened it.

Furthermore, RES can accurately assess each campaign's success with a dashboard that reflects key metrics and data. The dashboard provides RES access to valuable insights regarding purchased products, contacted customers, and opened emails



Global dashboard with key metrics

RESULTS

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By implementing FlowX, RES has seen remarkable results which include:

- *A 360° customer view, along with their behavior profiles and preferences. With this information, RES can develop marketing campaigns in real time with proper segmentation*
- *Detailed results of campaigns. RES constantly updates its loyalty programs and has more sales with precise data.*
- *A personalized experience for its customers. RES can use email communication and activate campaigns with information about offers and products of interest. Consequently, the company also increases customer loyalty.*
- *A self-service solution. This allows RES to launch campaigns without being experts in technology.*
- *Access to a global dashboard with relevant data about clients. This grants strategic decision-making strategies for RES. The company could also adapt its dashboard and entire platform to its look & feel, including its log and brand colors.*
- *An established customer loyalty club. The club contributes to establishing good relations between RES and its customers, along with long-term recognition.*

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Before implementing FlowX, we weren't aware of our clients' needs and didn't have the capacity to boost their loyalty.

With FlowX, we gained the ability to assess our clients' data and recognize their patterns of behavior. This information now serves as the cornerstone for decision-making regarding our company's strategies.

After implementing a loyalty system for RES, our operations produced notorious results, including sales skyrocketing and surpassing previous records.

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MEASURABLE RESULTS

A **24%**

increase in medium tickets between customers inside and outside the loyalty system

A **10%**

growth in buyers frequency.

A **52%**

increase in recurrent and loyal clients.

CONTACT US

If you're interested in learning how Strata Analytics' FlowX can revolutionize your marketing strategy through personalized, automated technology, reach out to us via our website or give us a call.



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