

enalito



Hit a Double

Apparel for All Sports

Case Study

How Tailoring Shopping Contents Increased Customer Orders By 61%

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Hit a Double

Apparel for All Sports

Florida's Hit a Double offers apparel for baseball, softball, hockey, football, golf, and more other sports. They even do custom team uniform sales and sell sports equipment. Ample mix of sports offerings clubbed with exceptional customer service, this store has been a constant favorite of many sports enthusiasts for years.



KEY TAKEAWAYS

- Apt Product Search Results That Aligns With Customer's Brand Choices
- On-Site Personalization In Response To Customer's Interests
- Engaging Email Campaigns
- Brand Recommendations Campaigns

Top Challenges

- 1 Hit a Double's product catalog includes varieties of outfits and sports gears from 50+ brands. The challenge demanded enalito to present products on-site in a way that matches shopper's brand preferences accurately in real-time.
- 2 Many of its customers were having a hard time finding the right product owing to the huge online product catalog with 50000+SKUs. Unable to help on-site with personalized assistance, Hit a Double was losing a major portion of its potential sales.
- 3 Hit A Double asked for an AI-based solution to automate engaging email campaigns that promoted brands available on the store. Further, they wanted triggered behavioral campaigns that motivated visitors to turn into shoppers



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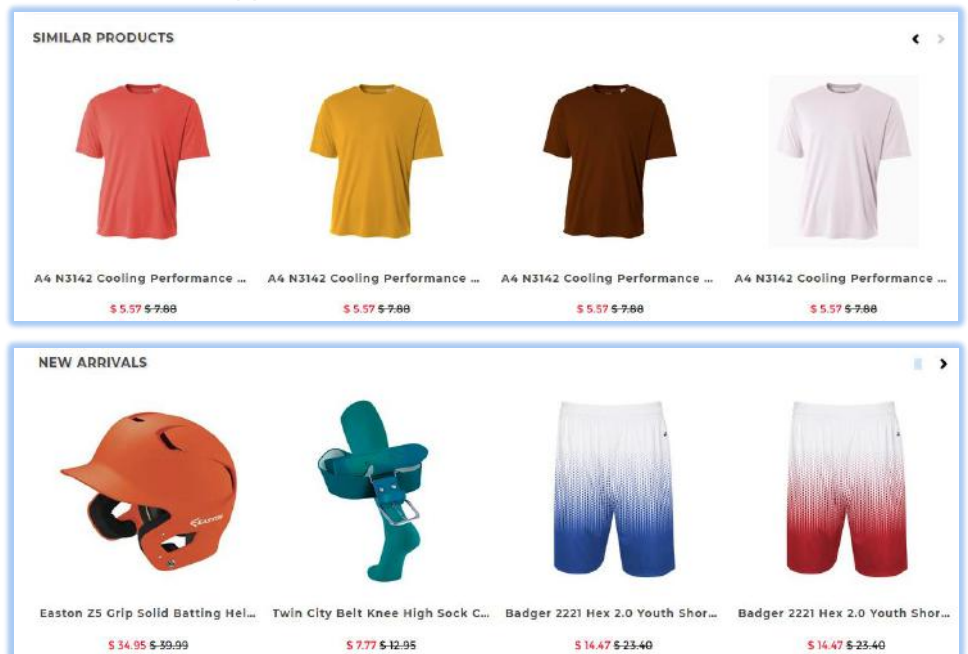
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Game Plan

On-Site Personalization

After integration, enalito's artificial intelligence based recommendation engine – Assister analyzes visitors and existing customers' behavior on-site in real time. The tool intelligently learns what kind of products customers are viewing based on its attributes such as brand, product category, colors and more.

It then personalizes shopping experience by showing each visitor product recommendations through the widgets installed on Home Page, Product Page, Cart Page and created up-sell/cross-sell opportunities.



Behavioral Email Marketing

Hit a Double uses enalito's marketing tool – Promo to send automated email campaigns for engaging their large base of active customers. It triggers browsing-history based email to remind customers about their product interests so that they don't forget to place the order. To entice further, Hit a Double set discounts offered on abandoned carts. Active customers who didn't visit the store in the last 10 days receives miss-you emails that motivated to come back and shop.

Moreover, customers regularly receive emails about the hottest brands and the new arrivals of the store. Promo helps to keep customers informed about the Hit a Double's festive day deals. and exciting offers.



Browsing History Email



Win-Back Email



Event Offer Email



Brand Recommendations Email

Results



“Enalito’s team works as a great extension to our online store and help us optimize the site by lending their technical expertise promptly. Our team loved how easy it was to try and test what worked best to personalize the content for different segments based on their product affinity. We have seen great improvements in engagement and conversions since using enalito.”

John Reinbergs
The Owner

64%
Higher Monthly Revenue

61%
Increase In Monthly Orders

56%
Increase In Sessions

Mr. John along with his team picked from an array of customized enalito templates to send 1 to 1 emails with ease. As a result, timely email campaigns boosted sales conversions.

Furthermore, accurate and personalized product sets led to amplified product discovery which meant faster checkouts.

Similarly, enalito is helping retailers across different countries such as New Zealand, USA, Australia, India, Singapore and aims to be a business acceleration & digital transformation platform for the retailers worldwide.

Interested In Accelerating Business Growth?

Request a demo at

enalito.com/request-a-demo



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