



**Cable Ties Unlimited saw 4% increase  
in Click-through rates using  
product recommendations**



**Cable Ties Unlimited, or CTU, is a company that specialises in wire/cable management devices for a variety of sectors and enterprises. What started as a modest regional firm in a cramped office and warehouse in Columbus, Ohio has grown into a 9-acre site in Brunswick, Ohio.**

## **Summary**

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Cable Ties Unlimited is a family-owned company that sells and distributes cable ties and other wire/cable management solutions. To cover pretty much every application, we provide everything from ordinary ties to speciality material ties.

They represent Thomas & Betts, Panduit, Hellermann Tyton, and Velcro Brand Products, to mention a few, in addition to our own brand of cable ties. Cable Ties Unlimited carries and distributes the widest range of cable ties in the industry.

CTU is well-known in the industry for its high-quality goods, excellent customer service, and quick turnaround times on even the smallest orders. With a 98 percent fill rate, CTU's simplified distribution network enables same-day shipment for most purchases. For the second year in a row, Cable Ties Unlimited has made the Inc. 5000 list, at #1971. The firm was also named as one of Inc.'s Top Cleveland Companies, with a ranking of #14.

The team was searching for a partner with an expertise in digital transformation projects that could assist its experience optimization efforts as well as an easy-to-use personalization solution to boost its capacity to create great online experiences. The team opted to partner with Enalito after weighing their possibilities.

# Challenges

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The goal of CTU was to establish a dynamic marketplace in which everyone has an equal chance of getting what they desire. They outlined the following issues:

- Cable Ties Unlimited faced that they had a large product catalogue. Over 40+ different companies are represented in Cable Ties Unlimited product-catalogue which was getting difficult to manage as the company continued to expand.
- They wanted to provide personalized product recommendations and flexible merchandising rules for their customers.
- Many of its consumers were having trouble identifying the correct product due to the extensive online product catalogue, and new users were not able to explore the different products that the company was providing them with.

After careful assessment Cable ties Unlimited turned to Enalito, and we in turn presented items on-site to precisely match customer brand preferences in real-time via Onsite Personalization, thus solving their problems effectively and efficiently.

**To tackle these challenges, they resorted to  
Enalito's end-to-end Personalization  
capabilities.**

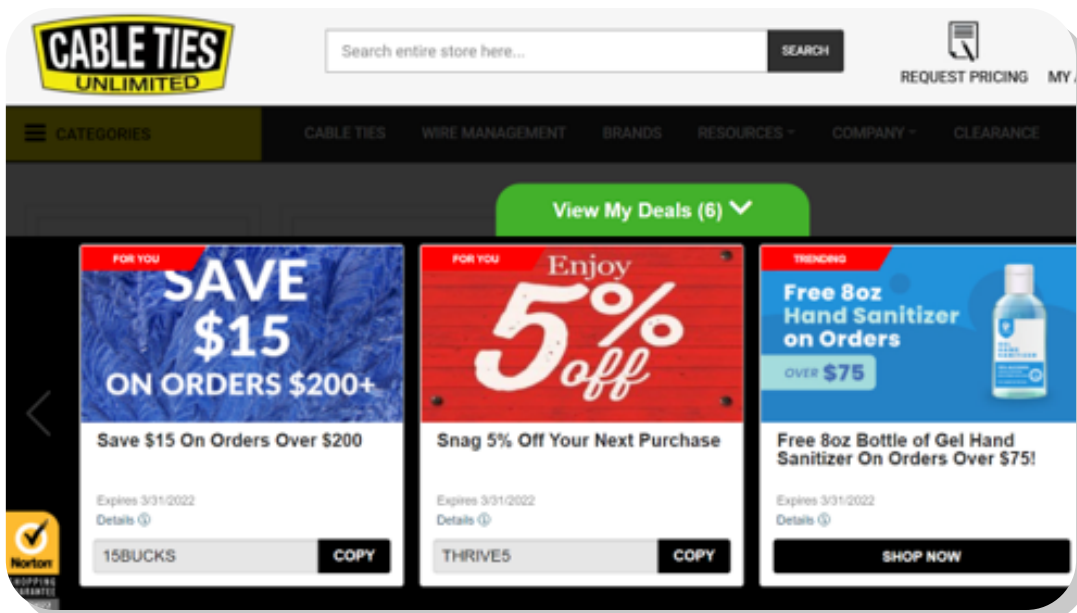


# Solutions

Leading Cable ties provider enhanced their customers' shopping experience and gained 4% increase in click through rate. This was achieved through:

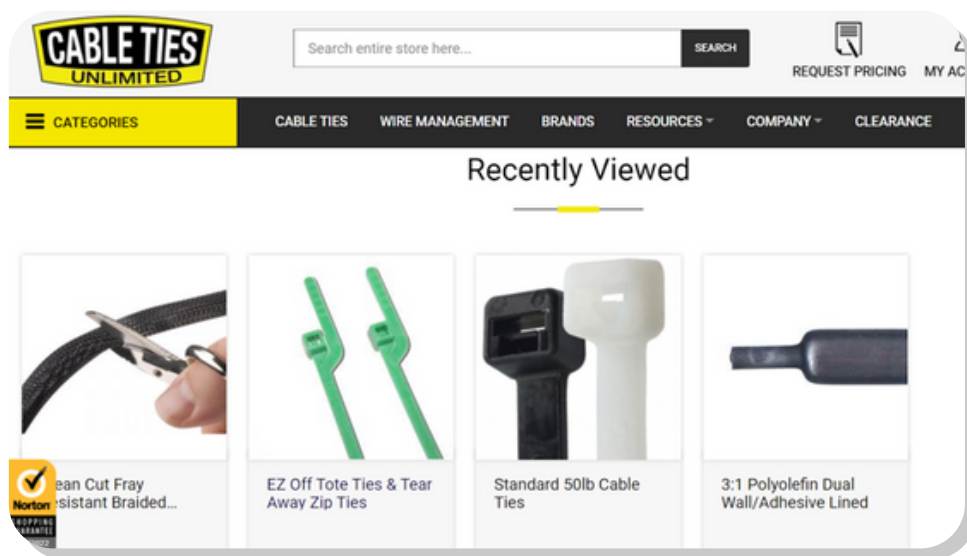
## ➤ Personalization on-site -

Personalization on-site helps the customers get deals that are more specific to their buying behavior making the site experience better for the customer and increases the chances of establishing a brand loyalty for the company. It also helps the customer to feel connected to the brand due to the spot on recommendations. After integration, Enalito's artificial intelligence-based recommendation engine analyses visitors' and current customers' on-site behavior in real-time. Page and creating upsell and cross-sell possibilities.



## > Recommendations in the cart page and in the store's product discovery might be used to upsell-

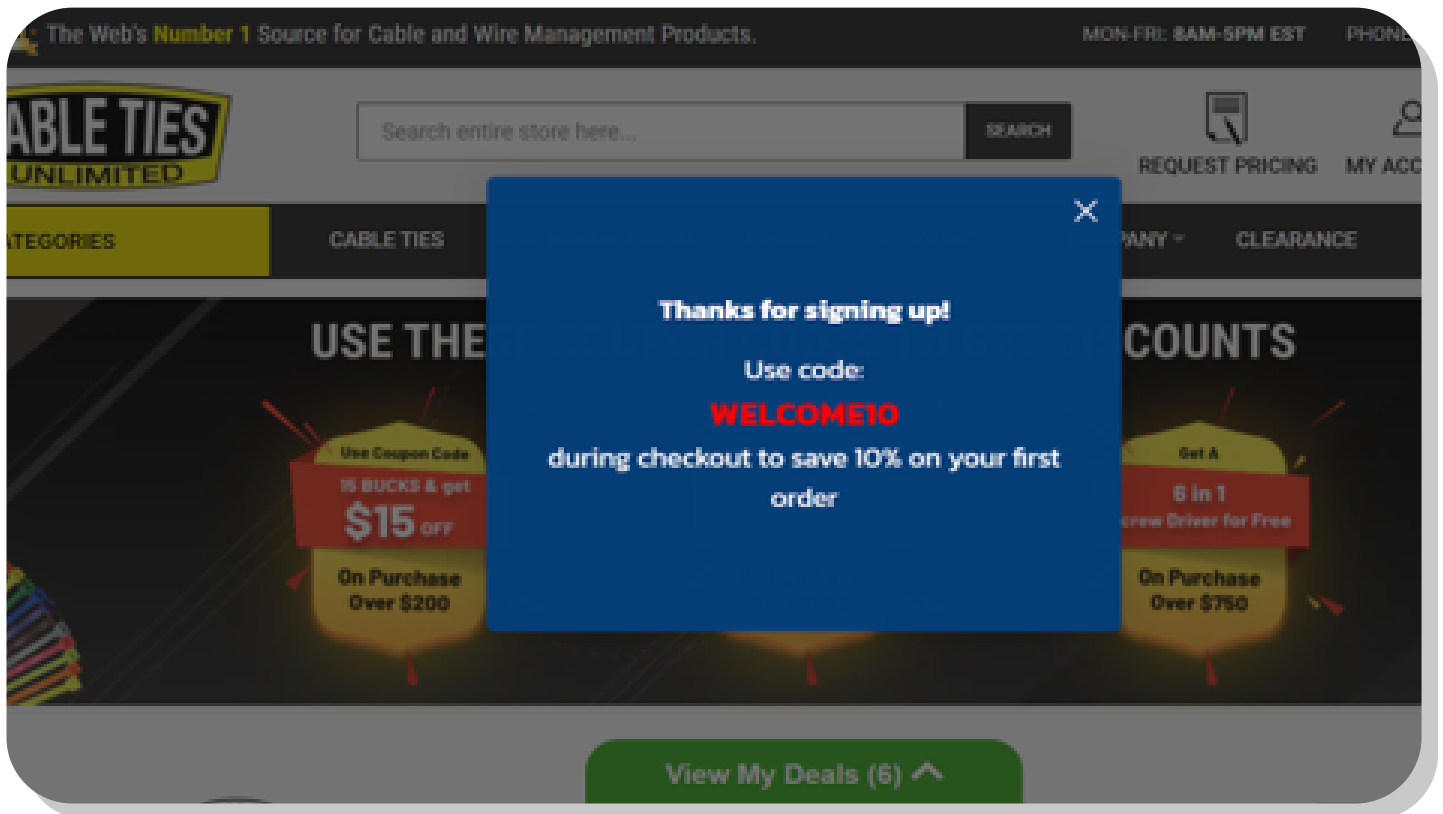
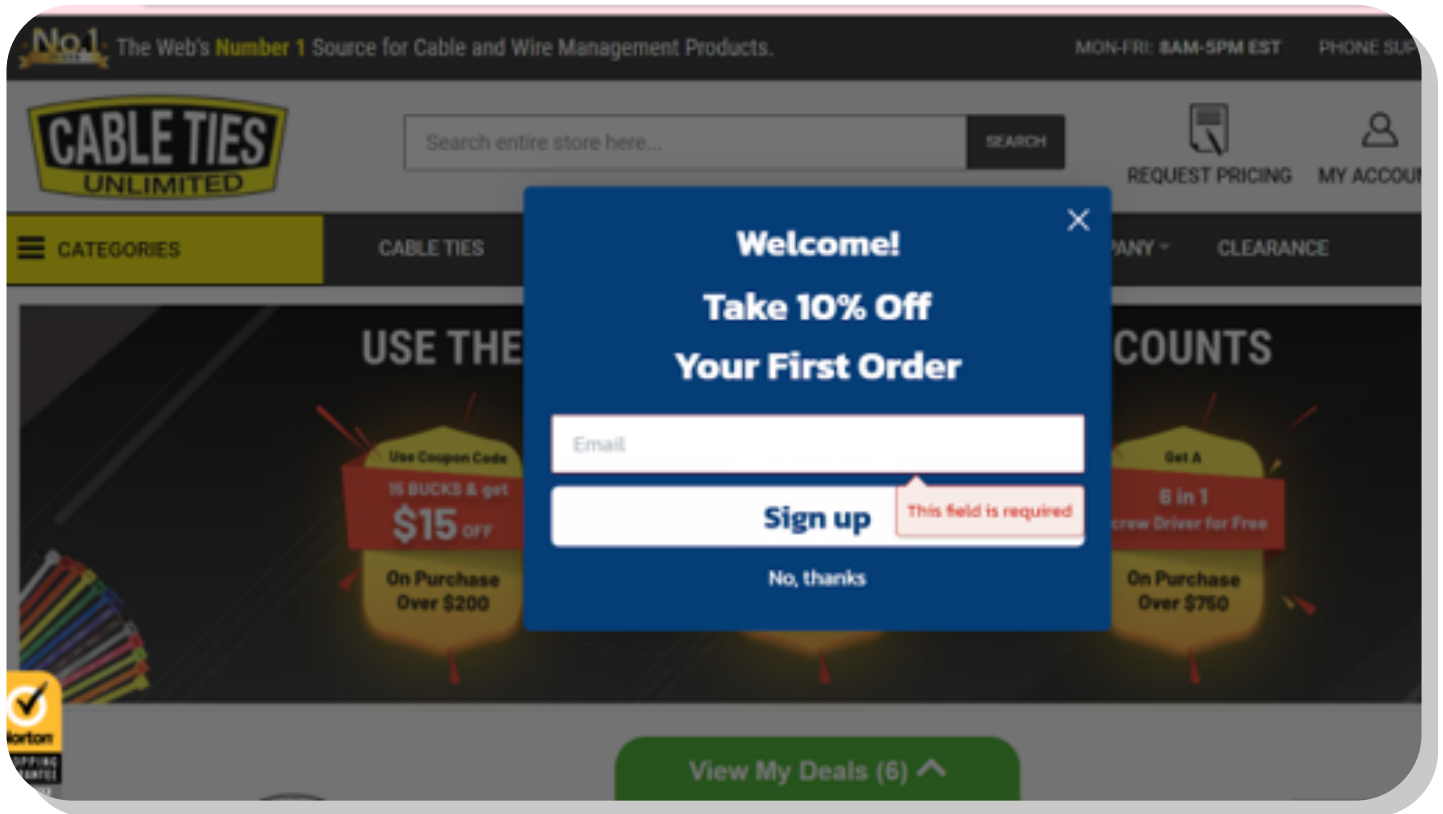
Enalito helped Cable Ties Unlimited by helping them set up recommendations in the cart page and in the store's product discovery, this helped the customer get suggestions of the previously clicked and viewed items and this helped the company to upsell their products, as the technology intelligently learns what items users are looking at based on brand, product category, colors, and more. It then tailors the shopping experience for each visitor by showing product suggestions on the Home Page, Product Page, and Cart.



## > Personalized Email marketing with offers -

To ensure that Cable Ties Unlimited stayed in touch with their customers and could maintain a database for people who went through their website they asked Enalito to help them in sending email campaigns, and with the help of Enalito's technology, it could not only just create the logic and design of each email campaign but also could make sure that the right recommendations were available to the right customer.





*Get Optimized Sales & Promotions as per your delight*



## Key Takeaways

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Cable-Ties Unlimited found and fixed operational difficulties while also attempting to encourage consumers to purchase more. Enalito increased its consumers' shopping experience while delivering a high return on investment. Customers of Cable Ties Unlimited weren't simply sold things; they were also given experiences, allowing them to reach a far broader audience.

This in turn led to a 4 percentage increase in click through rate and 2 times increase in page views.

## Results

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### *Increase in Page Views*



### *Increase in Click-through Rates*





**"We switched to enalito for their efficiency and data focused app, which has helped increase our conversions and repeat purchase rate. i have nothing but good things to say about the service provided by Enalito. shout out to KD and Ankit for their willingness to go the extra mile and ensure their customers are happy and are constantly looking for ways to improve their products."**

**- Kyle Hinckley**





Enalito was founded by Mr. Anand Katakwar (IIT-B, 1987 Batch) and Mr. Amit Koshal (Engineer and lawyer) in June 2019. Using the Artificial Intelligence & Machine Learning platform, Enalito has built a B2B SaaS product which assists small and mid-sized ecommerce businesses (e-retailers). Enalito empowers CEOs, CTOs, CMOs, eCommerce Directors, Marketing Managers, and other key business stakeholders in an e-commerce company and helps them make informed business decisions. When the Enalito app is installed on a web store built on Shopify, Magento, Woo Commerce, etc, Enalito can help an e-commerce merchant to do magic within their e-commerce business.

**For more information visit our Website:  
[www.enalito.com](http://www.enalito.com)**