

[<] probance



ARTEMIRANDA

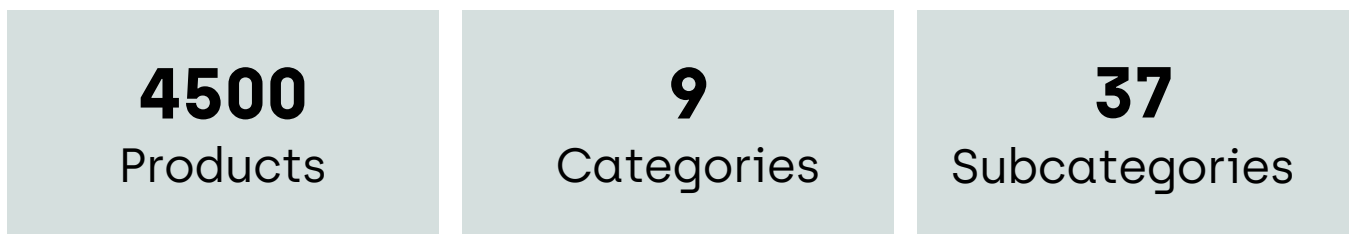
The case of Artemiranda

"As a client, you like to feel truly cared of, and at Probance, they do it very well."



Artemiranda sought to transfer the shopping experience from a physical shop to a computer.

Artemiranda is a family business with over a century of history. Throughout its journey, proximity and personalized treatment with each of its clients have been its core values. Transferring the shopping experience from a physical store to the online channel was one of its priorities when developing online. With the increasing digitalization of the market, the company sought to transfer this physical shopping experience to its online store. This is where Probance came into play, whose automations and product recommendations have been fundamental in the process.



Prior to partnering with Probance, Artemiranda was running their email campaigns completely manually and without automation. Although they already had a basic onsite recommender, the company needed a more advanced solution to improve the customer experience and optimise their marketing strategy.

Company
Artemiranda

Sector
Fine arts

E-commerce Platform
Prestashop

Offer
Essentials We Do It All

Activated scenarios
New Products Alert
Discount Alert
Back in Stock
Abandoned Cart
Cross-Selling
Post-Visit
Re-sell

“ Probance is a fully integrated tool in our business project. No one considers other options. In fact, we have projects on the table to develop with you.

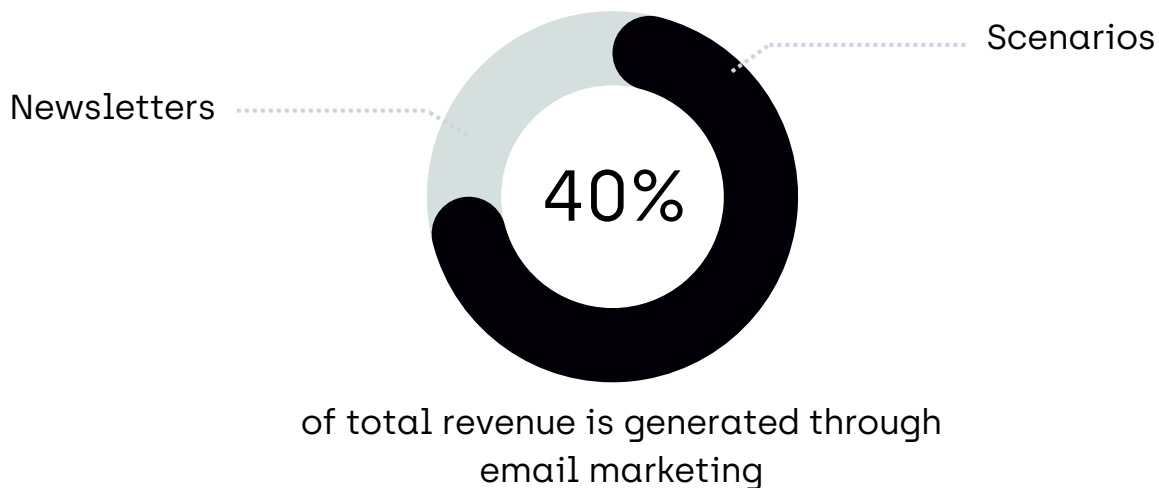
Since implementing Probance, Artemiranda has observed a significant improvement in its marketing metrics. Within a few weeks, they noticed a clear trend change.

Automation has allowed the marketing team to save time and resources to focus on more creative and impactful strategies.

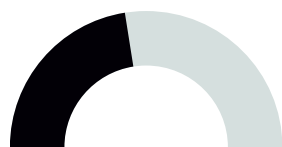


Artemiranda found in Probance a comprehensive solution to go beyond simple email automation.

- ✓ **Email marketing automation:** with a tool that allows sending personalized and relevant emails based on customer behavior and preferences.
- ✓ **Personalized recommendations:** implementation of an intelligent algorithm that suggests products to customers based on their interests and past behaviors.
- ✓ **Automated and ready-to-use marketing scenarios:** such as abandoned cart reminders, post-visit remarketing, cross-selling scenario...



"By implementing Probance, we noticed that the recommendations generated by the algorithm were accurate, which is impressive. Moreover, after adjusting the frequency and timing of the emails, the open rates are currently excellent. Our customers are wonderful and loyal, they trust us and open our emails. Thanks to Probance, this quid pro quo relationship has strengthened and multiplied."



45%
revenue attributed to **abandoned trolley**



33%
revenue generated by **new products alert**



3,67 %
Transaction rate of **discount alert**

"As a client, you like to feel truly cared of, and at Probance, they do it very well."

"With over 100 years of history, Artemiranda's fundamental value is human treatment of its customers. They have stood out by offering a service where they advise closely and personally: they know their customers' names, preferences, and different needs. This commitment to proximity and personalization translates perfectly into their relationship with Probance. The importance of personalized treatment received from Probance results in a very positive customer service experience.

"The tool works well, customer service is optimal, and when a problem arises, you solve it quickly. Moreover, when a suggestion is made, it is accepted, studied, and analyzed thoroughly. If there are doubts about a suggestion, an interview is organized with the technical team to explore possible solutions. The key is to have a willingness to solve, and at Probance, you have it.

There will be many machines and AIs that will do many things, but the human being is a social being, and we like to feel cared of."



Daniel Miranda
CEO of Artemiranda

"At Probance, they listen to the client a lot. It is essential to collaborate with companies that support you when you have a problem, with whom you know you will be accompanied throughout the journey."

Thanks to the power of the algorithm, Artemiranda recommends products in its automations as its experts would.

With Probance's algorithm, Artemiranda analyses its customers' purchases and web visits, achieving recommendations that are as tailored and human as its own experts would offer, without the time and effort it would normally require.

12

Native algorithms
of personalisation and
recommendation



66

Segmentation criteria
integrated to better divide and
work with the database

The advantages for Artemiranda



Smart recommendations

Customise product recommendations for each customer according to their tastes and interests.



Commitment and support

Tailor-made advice, innovative suggestions and peace of mind.



Advanced Functionalities

Behavioural patterns, detailed segmentation, automated workflows and delivery scheduling.