



Importer fizzes online as email sales bubble over!

Type of Organisation

Importer of American food, drinks and candy brands

Headquarters

Ashton-under-Lyne, UK

Other Info

www.americansoda.co.uk

www.americansoda.de

Founded 2004

Serves UK and European markets

Retail Store in UK

System Profile

eBay

Magento

MailChimp

Solution Profile

SwiftERM SaaS Platform v16.4

Integration to Magento

Business Partners

www.channeladvisor.co.uk

Customer Background

American Soda started importing and selling American Root Beer on eBay in 2004. This sales strategy was an immediate hit, serving a captive market of American citizens relocated in the UK, or simply selling big US brands to savvy UK consumers with a sweet tooth and a desire for Americana.

Exceptional service and a loyal customer base supported rapid growth, and in addition to the successful opening of a retail outlet in the UK, the company expanded its sales operations by setting up a custom web site alongside a fully integrated Magento eCommerce platform.

Currently American Soda are proud to have attracted over 180,000 active customers in the UK alone, with rapid expansion into Europe requiring a further distribution warehouse in Germany servicing demand.

did not support the ambitious growth plans whilst maintaining customer loyalty KPIs.

The Solution

For more than a decade, Channel Advisor has set the global standard for e-commerce optimisation by providing best-in-class technology, strategic services and thought-leadership to help retailers and branded manufacturers master the complexity of connecting with consumers online.

American Soda worked directly with Channel Advisor consultants who recommended SwiftERM as the most suitable optimisation and automation solution to support their needs.

After a successful 30 day trial, where results can be measured before, during and after, it became clear that SwiftERM was the correct solution to support the company's ambitions.

“What an impressive solution! To be able to switch on a completely automated system, and see a near immediate rise in sales was amazing.”

Ben Greenwood, American Soda Marketing Manager

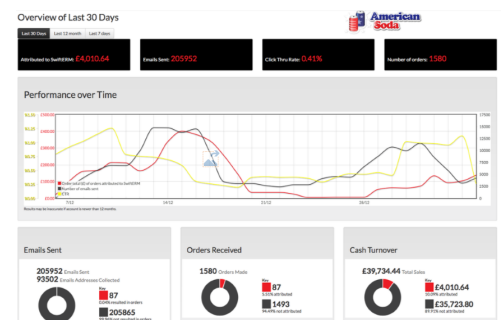
The Challenge

American Soda had established a strong online presence via their Magento platform, and had trialled numerous email marketing applications over the years. Ambitious growth plans led to a need for personalised email campaigns, with an aim to retain customers and enhance brand recognition, customer loyalty, and grow sales.

Every email campaign system used, including MailChimp, was labour-intensive, did not treat customers as unique individuals, and

The Results

Once deployed SwiftERM proved indispensable from a time saving segmentation perspective, whilst delivering immediate results with increased CTR and double the T/O per sale.



10 days per month

saved on in-house marketing segmentation and email configuration work



30 day free trial

near instant global insights on sales growth and performance gains



10% sales increase

exclusively related to SwiftERM by the end of the trial period



2x sales via email

compared to direct web visits, with minimal drop-off rates

