



A success story from the outset.

Lieblingstasche.de  
and ProCampaign®

# The bag lover's favorite thanks to ProCampaign®

## The client

Lieblingstasche.de is the place for the most beautiful bags on the internet – from famous labels to insider tips – all selected and sold individually.

## The challenge

Emotionally charged and individually accompanied customer journey.

## The solution

Personalized campaign planning with individual yet automated workflows.

## The result

Long-term optimization of the shopping experience led to a sales increase of > 30 %.

Were we able to convince you of ProCampaign®?

Then please call us.  
We look forward to hearing from you!

Our telephone number is  
**+49 421 333 88-88**

Or send us an email to  
**sales@procampaign.com**

## Lieblingstasche.de

Digital marketing at Lieblingstasche.de, the online store for beautiful bags, relies on the ProCampaign® secure customer engagement hub. The shop used it to define individual but automated workflows, which allow personalized campaigns, an emotional customer journey as well as customer relationship management. In just a few months, Lieblingstasche.de was able to increase its turnover by over 30 percent. The CRM conversion rate rose by 20 percent.

30 percent more turnover thanks to ProCampaign® and an individual and emotionalized customer approach.

A bag is the finishing touch to any outfit. That's why every style-conscious woman owns several, yet only few bags manage to become the favorite. As Simone Wiechert, founder and operator of Lieblingstasche.de, also discovered, when she had to say goodbye to her favorite bag. She searched the internet for a new one – in vain. The online shops were in her eyes uninspiring and interchangeable and service was poor.

So she created her own customer-oriented and visually appealing online bag shop – Lieblingstasche.de. The shop stands for quality not quantity and risk-free shopping. Over 10,000 "Very Good" ratings as well as Google and Trusted Shops certificates meanwhile speak for themselves.

## Emotionality in the marketing mix

To survive the internet battle against giant online shops, good ideas require intelligent and customer-specific IT and marketing solutions. A clear distinguishing feature: Emotionality, an individual shopping experience and personal service.

Lieblingstasche.de wanted above all to emotionalize the way it approached its customers. The shop operators hunted for a CRM system that satisfied their very special demands. "At first we relied on rudimentary email marketing. But that wasn't enough to turn bag lovers from visitors into buyers.

We wanted an integrated solution that accompanies the entire customer journey on as emotional a level as possible – including analysis and an individual customer approach", explains Sven Wiechert, Managing Director of Lieblingstasche.de. Usability, transparency and privacy were also important.



## A system to accompany the customer journey

In ProCampaign® they found the CRM answer they were looking for. The software-as-a-service solution integrates customer life-cycle management, CRM, digital marketing and e-commerce. ProCampaign® centralizes all client profiles and upgrades them with each interaction. Leading global brands already use ProCampaign® to manage over 50 million consumer profiles in more than 80 countries. From analysis of customer data to workflow manager to successful messaging and reporting - ProCampaign® offers an integrated solution with a central database for profiles, flanked by excellent data security and privacy standards.

## Individual and automated customer journeys

The advantage of ProCampaign®: it is quickly set up and ready to use, intuitive to work with and easy to learn. Thanks to the automated but at the same time highly personalized customer approach possible with ProCampaign®, Lieblingstasche.de was able to target its digital marketing and customer service activities in a more individual and efficient way. The interface to the Oxid shop system worked smoothly and a separate solution used previously for triggered emails became superfluous. Bringing together the systems meant considerable savings in data management.

*"Knowledge of customers' needs and preferences is the currency of digital marketing and customer relationship management and we are particularly aware of this at Lieblingstasche.de. ProCampaign® is intuitive to use and opens up countless possibilities to upgrade our e-commerce, such as our next best offers, by means of integrated business intelligence. So far we have used ProCampaign® to define over 20 automated and behavior-based workflows with which we can target our clients individually and accompany them from start to finish of their shopping experience", says Sven Wiechert.*

For example, the company regularly sends out e-newsletters to its clients, which are individualized yet automated through the workflows. This personal approach is an important success factor that can also be found in other ProCampaign®-based CRM and marketing activities, such as sending out individual voucher codes on customers' birthdays.

## The benefit: 30 percent more sales

The advantage of linking customer profiles and personalized marketing activities soon became apparent: Customers seemed to appreciate the individual and emotional approach, turnover increased as did customer satisfaction. Lieblingstasche.de was ultimately able to increase its turnover by 30 percent with the help of ProCampaign® and significantly boost its conversion rate once again. Personalized marketing campaigns and their analysis now demand far less work.

With ProCampaign®, the secure customer engagement hub, you have at your disposal a single system with which to control all your CRM and marketing activities. And ProCampaign® centralizes all your client profiles and upgrades them with each interaction.

More information about ProCampaign® and its advantages is available under:



