

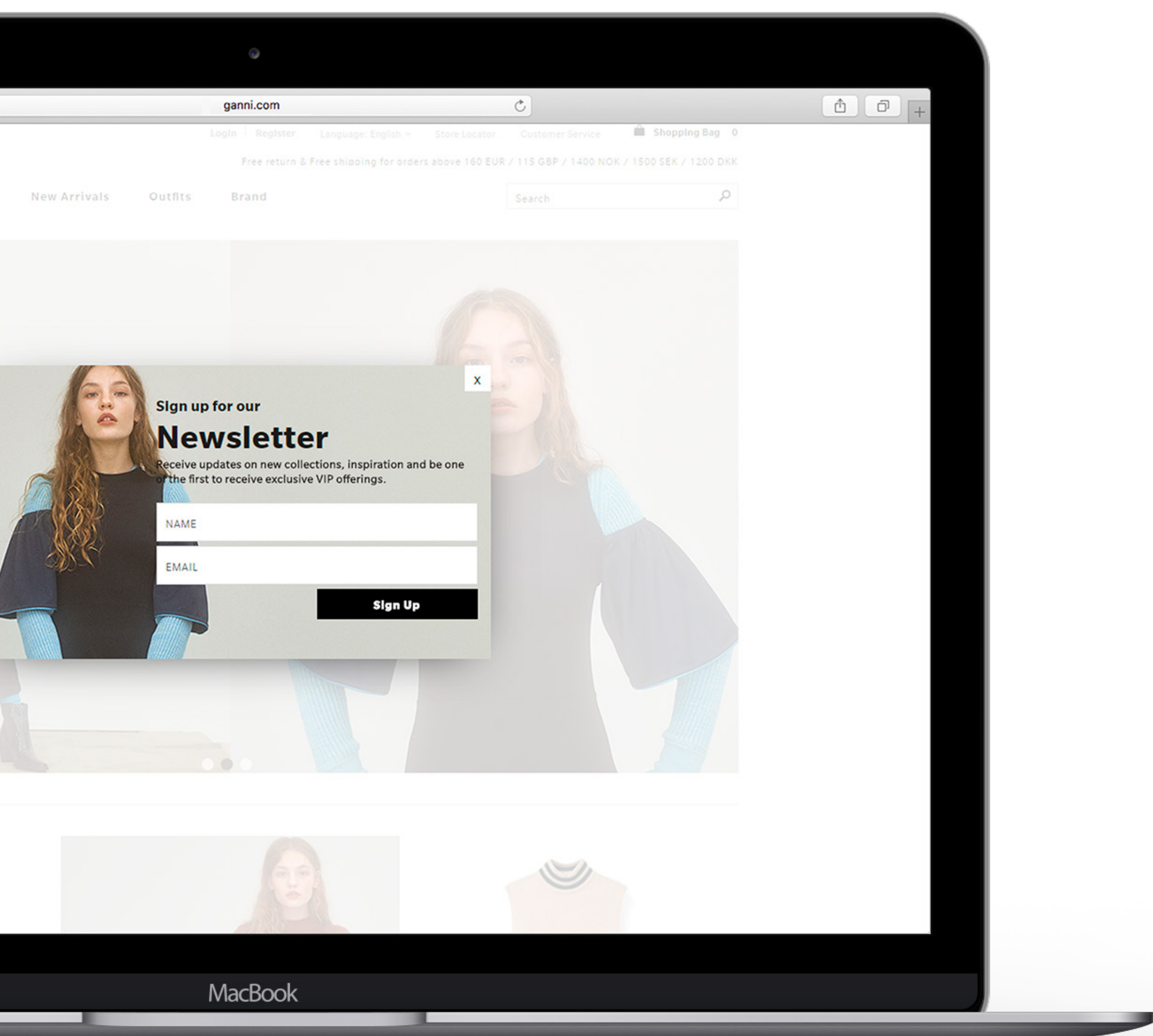


SITECAMPAIGN

# GANNI

## INCREASING SIGN-UP RATES WITHOUT INCENTIVES

GANNI achieved a 205% increase in their newsletter sign-up rate without using discounts or other incentives to motivate visitors to subscribe



### GOAL

GANNI wanted to increase lead generation for their email database without using discounts or gifts as motivators.

### SOLUTION

A custom lead generation SiteCampaign focused on getting visitors to sign up to GANNI's newsletter. The campaign is only shown to visitors that aren't already signed up to the newsletter, and uses website activity to trigger the campaign.

### RESULTS

205% lift in the newsletter sign-up rate compared to before SiteCampaign implementation.

## ABOUT GANNI

GANNI is represented in more than 400 international retailers as well as in 18 stores in Denmark, Norway, and Sweden. GANNI designs four women's ready-to-wear collections a year, footwear, accessories and lingerie collections.

Ganni's mission is to create easy-to wear pieces from the perfect date-night dress to slouchy Sunday knits creating items to please style-obsessed women everywhere. Ganni is highly inspired by the Scandinavian aesthetic, but not limited to the traditional minimalistic look.



SiteCampaign is a super effective way to get the most out of every single visitor on our website. After implementing SiteCampaign we have been able to achieve a 205% increase in GANNI's newsletter sign-ups without the use of voucher codes or discounts. Both the design and logic was completely customized to fit the specific needs of GANNI, which was a very important aspect for us.

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