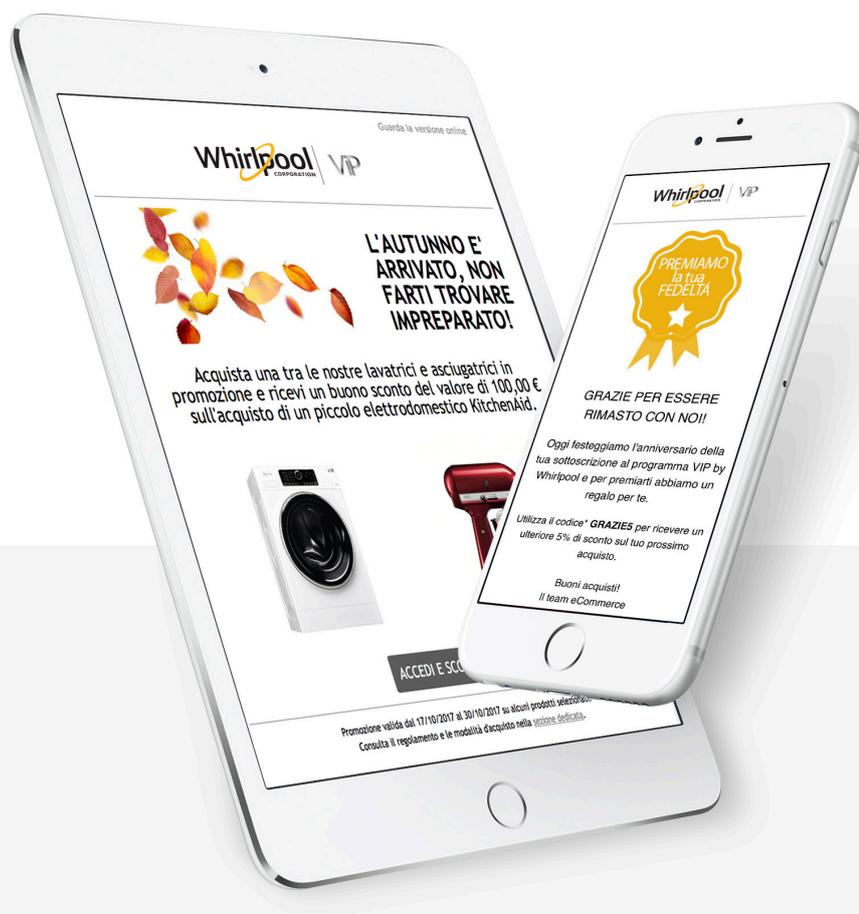


From pilot to winning strategy for Whirlpool

From pilot project to streamlined engagement, boosting revenue for Whirlpool



WHIRLPOOL

Whirlpool Corporation is the number one leading appliance manufacturer in the world, with approximately \$21 billion in annual sales, 93,000 employees and 70 manufacturing and technology research centers in 2016. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Jenn-Air, Indesit, Hotpoint

and other major brand names in nearly every country throughout the world. In Europe, the Middle East and Africa (EMEA), it has approximately 24,000 employees, a sales presence in more than 30 countries and manufacturing sites in eight countries. Whirlpool Corp.'s European Operations Centers are located in Pero (MI), Italy.

A two-step challenge, both technical and marketing

When we first met, Whirlpool was in the early stages of developing an online sales program designed for a targeted audience of customers, with the scope of offering the possibility to purchase appliances and services online, through a dedicated website. The goal was clear: **increase revenues and conversion rate through solid database growth and increased engagement.**

In terms of operations, Whirlpool wanted to **strengthen the relationship with consumers** by improving the management of one-to-one communication, mainly done through DEM. For internal management, Whirlpool was looking for a solution that required little to no technical knowledge that could be managed by a marketing team of two. Whirlpool then decided to proceed with a pilot project in Italy.

Email marketing, Marketing Cloud and MobileConnect for engagement

Tinext's first task was to address the issue of syncing contact emails to the appropriate URLs. Working together, Tinext and Whirlpool created dynamic links, based on specific attributes, to redirect each user to the correct section/product page. Based on the success of this initial challenge, Whirlpool launched the first marketing campaign with Salesforce Marketing Cloud.

Alongside the newsletter module, Tinext configured MobileConnect, allowing customers to subscribe to the newsletter via SMS. This solution has been fully integrated in the Marketing Cloud platform, giving Whirlpool the power to **engage real-time conversations with on-the-go customers.**



As a consequence, Whirlpool decided to integrate and implement predictive intelligence. This allowed the brand to **observe customer behavior and build preference profiles anticipating consumers' future needs**. This process has been entirely managed by a 2-person marketing team without any assistance from the IT department.

The information was then used to **deliver tailor-made email communication with dynamic content** adapted to each customer's experience. The communication was supported by automated welcome emails and anniversary emails, together with abandoned shopping cart messages to help mitigate against the loss of precious sales.

On the web publishing side, with CloudPages, Whirlpool was able to configure engaging content for landing pages available to all European countries. Since CloudPages is part of the Marketing Cloud platform, the client can access the same content assets used in other applications to maintain brand standards across all digital channels.

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We have been working with Tinext on this pilot for more than a year and the results are terrific. Using the many features of Salesforce Marketing Cloud, and thanks to excellent insights from Tinext, a key contributor to our success, we have transformed the way we communicate with our customers.

Eugenio Clerici –
E-commerce Manager, EMEA

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RESULTS


+114%

Newsletter subscriptions


33%

Average Open rate


13%

Average CTR
(Click-Through Rate)


+76%

Monthly visitors
to the VIP website


up to **5%**

Overall abandoned cart
value recovered


+24.4%

Increase in
conversion rate

Streamlined marketing

Thanks to the new platform and set-up, Whirlpool has tripled the number of newsletters sent each month, in addition to automated emails with customized content using predictive intelligence.

The streamlined marketing team now needs only one template and one link for every section/product, without requiring any

technical skills or professional training. In the first year of using the new platform, they have doubled their monthly e-commerce revenue.

Fully satisfied with the pilot, Whirlpool will soon expand the online sales program to the other geographic streams (6 to 8 additional countries).

About Tinext

Tinext is a service company providing solutions that dramatically impact digital customer experience, while reducing administrative effort for multi-channel content management.

Tinext combines an impressive list of competencies in digital agency and systems integration with high impact consultancy and project management to deliver state-of-the-art digital marketing solutions.

Since 2001, our teams have conceived, delivered deployed and maintained more than 800 projects for top enterprises such as Groupe Mutuel, Chenot Cosmetique Sagl, Generali Group, Whirlpool Europe, Salone del Mobile Milano, Acqua di Parma, Dolomiti Superski, Moby, EFG International, Vittoria Assicurazioni, Swiss national broadcaster RSI, City of Lausanne, National Bank of Kuwait, Kuwait Finance House, Al Arabiya News Channel, Dubizzle, McDonald's Arabia, Zain Telecom.

With a comprehensive range of digital services delivered through its three core practices, Tinext can offer full project implementation or flexible services in combination with other providers.

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