

slvr
rm

35%

INCREASE
IN
CONVERSIONS



enalito



Founded in 1997 by Owner **Eric Williams, The Silver Room is a Chicago Institution and brand whose mission is to create a global community through art and culture.**

Carefully curating a showroom experience that introduces you to a unique arrangement of goods, sound, and events.



- **Discovery of Products and Understanding Customers**
- **Differentiate the Customer Base**
- **Engaging and Targeted Email Campaigns**
- **Apt Business Performance Report With Detailed Analytics**

CHALLENGES

A decorative vertical grid of 40 small black dots, arranged in 8 columns and 5 rows, positioned to the left of the 'SOLUTION' header.

SOLUTION

- **Performance Reporting**
- **Customer Segmentation**
- **Personalized Email Marketing with Offers**
- **Spot on Recommendations**

- **2X increase in Pageviews**
- **100% increase in Click-through Rate**
- **10% decrease in Cart Abandonment**
- **35% increase in Conversions**

RESULTS



Add-On's



Apothecary



Apparel



CHALLENGES

SilverRoom wanted to help customers in finding the perfect product in as few clicks as possible. Besides maximizing average revenue per customer, they wanted to optimize the customer journey at every step which was otherwise scattered. Lastly, they wanted to provide personalized product recommendations and flexible merchandising rules for their customers.



SOLUTION

Enalito solved all the above challenges for SilverRoom & increased their Average Revenue per User by 6% using our recommendations.

This was achieved through;

- Sending the email campaigns with offers
- Personalized add-to-cart recommendations
- Optimizing personalized recommendation strategies
- Deploying urgency-driven messages across the cart pages

KEY TAKEAWAY & RESULTS

35%

Increase in Conversions


10%

**Decrease in Cart
Abandonment**

2 X

Increase in Page Views

The silver room transformed its emails that were once static into fully personalized experiences. With the help of **Enalito's technology**, it could not just create the logic and design of each email campaign but also ensure the right products and offers were matched to different audiences based on their affinities, past purchases, and shopping behavior.

A close-up portrait of a smiling Black man with a beard, wearing a blue suit jacket and a light-colored shirt. The background is a soft-focus green and yellow, suggesting an outdoor setting. The image is used as a background for a testimonial graphic.

**"WE USE ENALITO FOR OUR WEEKLY
EMAIL CAMPAIGNS AND RESULTS HAVE
BEEN BENEFICIAL. THE TEAM IS
ATTENTIVE AND HELPFUL, WITH SWIFT
RESPONSE TIMES. WE RECOMMEND
ENALITO!"**

Eric Williams



REQUEST DEMO TODAY

For more information visit us at: www.enalito.com



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