

Enalîto



**Hit-A-Double increased its orders
by 61% using our
Smart Segmentation**



Florida's **Hit a Double** offers apparel for baseball, softball, hockey, football, golf, and more other sports. They even do custom team uniform sales and sell sports equipment.

Summary

Ample mix of sports offerings clubbed with exceptional customer service, this store has been a constant favourite of many sports enthusiasts for years.

The Hit a Double team was searching for a partner with an expertise in digital transformation projects that could assist its experience optimization efforts as well as an easy-to-use personalization solution to boost its capacity to create great online experiences. The team opted to partner with Enalito after weighing their possibilities.



61%

out of 100%

Increase in Customer Orders

Challenges

The goal of Hit-A-Double was to establish a dynamic marketplace in which everyone has an equal chance of getting what they desire. They outlined the following issues:

- **Hit a Double's product catalog includes varieties of outfits and sports gears from 50+ brands. The challenge demanded Enalito to present products on-site in a way that matches shopper's brand preferences accurately in real-time.**
- **Many of its customers were having a hard time finding the right product owing to the huge online product catalog with 50000+SKUs. Unable to help on-site with personalized assistance, Hit a Double was losing a major portion of its potential sales.**
- **Hit A Double asked for an AI-based solution to automate engaging email campaigns that promoted brands available on the store. Further, they wanted triggered behavioral campaigns that motivated visitors to turn into shoppers**

After careful assessment Hit-A-Double turned to Enalito, and we in turn presented items on-site to precisely match customer brand preferences in real-time via Onsite Personalization including AI-based Segmentation, thus solving their problems effectively and efficiently.

To tackle these challenges, they resorted to Enalito's end-to-end Personalization & Smart Segmentation.

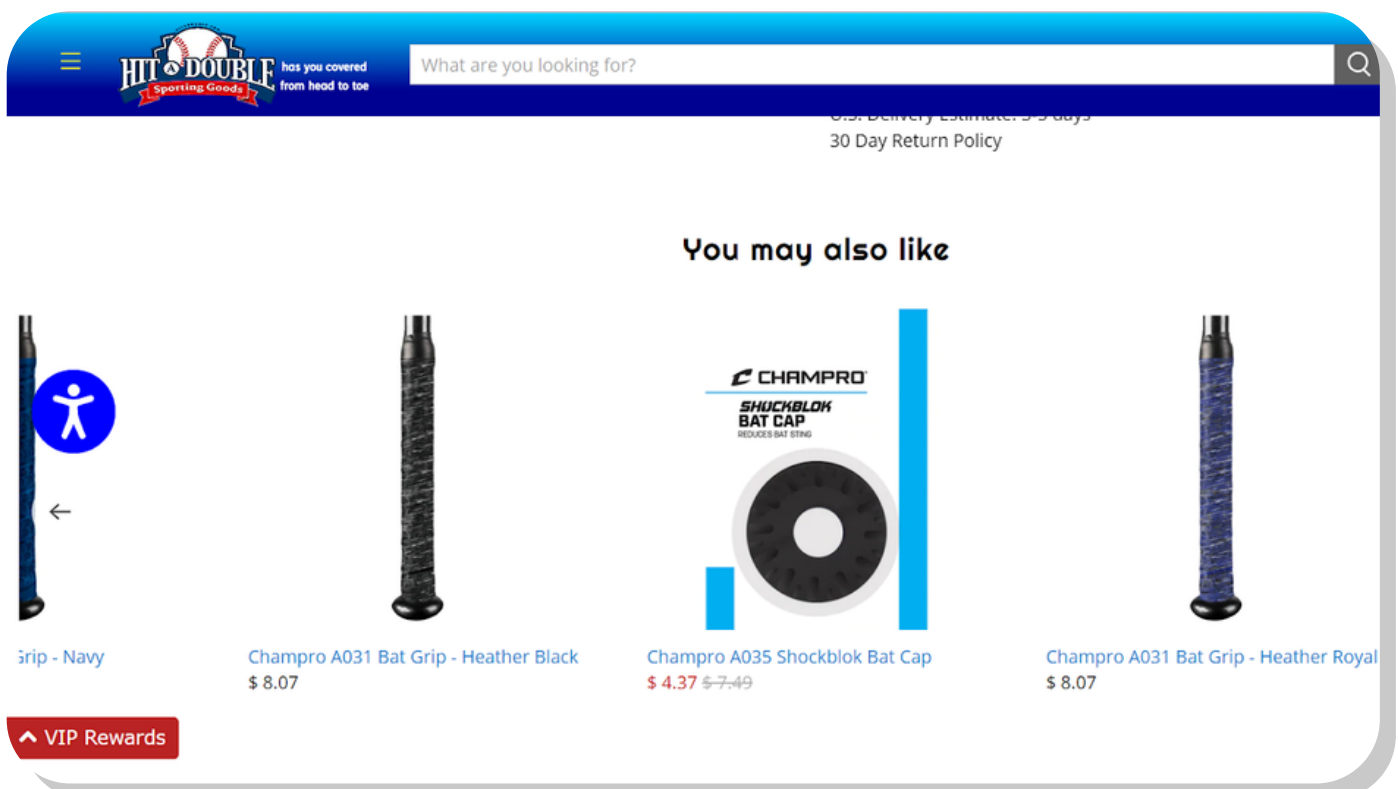


Solutions

Wine Central enhanced their customers' shopping experience and increased their customers by 53%. This was achieved through:

> On - site Personalization -

After integration, Enalito's artificial intelligence based recommendation engine – Assister analyzes visitors and existing customers' behavior on-site in real time. The tool intelligently learns what kind of products customers are viewing based on its attributes such as brand, product category, colors and more. It then personalized shopping experience by showing each visitor product recommendations through the widgets installed on Home Page, Product Page, Cart Page and created upsell/cross-sell opportunities



> Behavioral Email Marketing -

Hit a Double uses Enalito's marketing tool – Promo to send automated email campaigns for engaging their large base of active customers. It triggers browsing-history based email to remind customers about their product interests so that they don't forget to place the order. To entice further, Hit a Double set discounts offered on abandoned carts. Active customers who didn't visit the store in the last 10 days receive miss-you emails that motivated them to come back and shop. Moreover, customers regularly receive emails about the hottest brands and the new arrivals of the store. Promo helps to keep customers informed about the Hit a Double's festive day deals. and exciting offers.

Key Takeaways

Mr. John along with his team picked from an array of customized Enalito templates to send 1 to 1 emails with ease. As a result, timely email campaigns boosted sales conversions. Furthermore, accurate and personalized product sets led to amplified product discovery which meant faster checkouts. Similarly, Enalito is helping retailers across different countries such as New Zealand, USA, Australia, India, Singapore and aims to be a business acceleration & digital transformation platform for the retailers worldwide.

Results

Increase in Higher Monthly Revenue

64%



Increase in Sessions

60%



Increase in Monthly Orders

61%



HIT-A-DOUBLE



“Enalito’s team works as a great extension to our online store and help us optimize the site by lending their technical expertise promptly. Our team loved how easy it was to try and test what worked best to personalize the content for different segments based on their product affinity. We have seen great improvements in engagement and conversions since using Enalito.”

- John Reinberg





Enalito was founded by Mr. Anand Katakwar (IIT-B, 1987 Batch) and Mr. Amit Koshal (Engineer and lawyer) in June 2019. Using the Artificial Intelligence & Machine Learning platform, Enalito has built a B2B SaaS product which assists small and mid-sized ecommerce businesses (e-retailers). Enalito empowers CEOs, CTOs, CMOs, eCommerce Directors, Marketing Managers, and other key business stakeholders in an e-commerce company and helps them make informed business decisions. When the Enalito app is installed on a web store built on Shopify, Magento, Woo Commerce, etc, Enalito can help an e-commerce merchant to do magic within their e-commerce business.

**For more information visit our Website:
www.enalito.com**