



Enalîto

**silverm**

**Silver Room achieved higher conversions using personalized product recommendations**



Enalîto  
Case Study

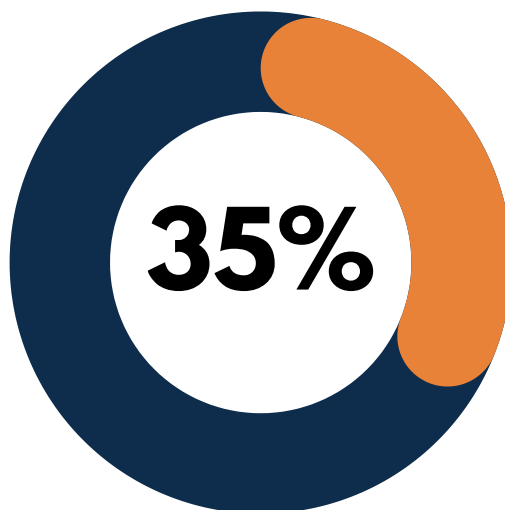


# slvr rm

**The Silver Room** is a Chicago institution and brand founded in 1997 by owner Eric Williams with the mission of creating a global community through art and culture.

## Summary

Silver Room is a Chicago Institution and brand whose mission is to create a global community through art and culture, was founded in 1997 by Owner Eric Williams. It aims to create a carefully curated showroom experience that introduces their customers to a unique arrangement of goods, sound, and events.



*Increase in Conversions*

Silver Room used Enalito to personalize recommendations, deploying individualized messaging based on user behavior and much more . This led to 35% increase in conversions and 10% decrease in cart abandonment rate!

# Challenges

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Silver Room's idea was to create a dynamic marketplace where everyone has equal opportunity to get what they want. They listed the following problems -

- SilverRoom wanted to help customers in finding the perfect product in as few clicks as possible and wanted to differentiate their customer base
- Besides maximizing average revenue per customer, they wanted to optimize the customer journey at every step which was otherwise scattered.
- They wanted to provide personalized product recommendations and flexible merchandising rules for their customers.
- They also wanted to engage and target E-mail Campaigns
- Lastly, they wanted an apt business performance report with detailed analytics

**And they turned to Enalito's end-to-end customization capabilities to solve their problems.**





# Solutions

Enalito solved all the above challenges for SilverRoom & increased their Average Revenue per User by 6% using Enalito's recommendations. This was achieved through:

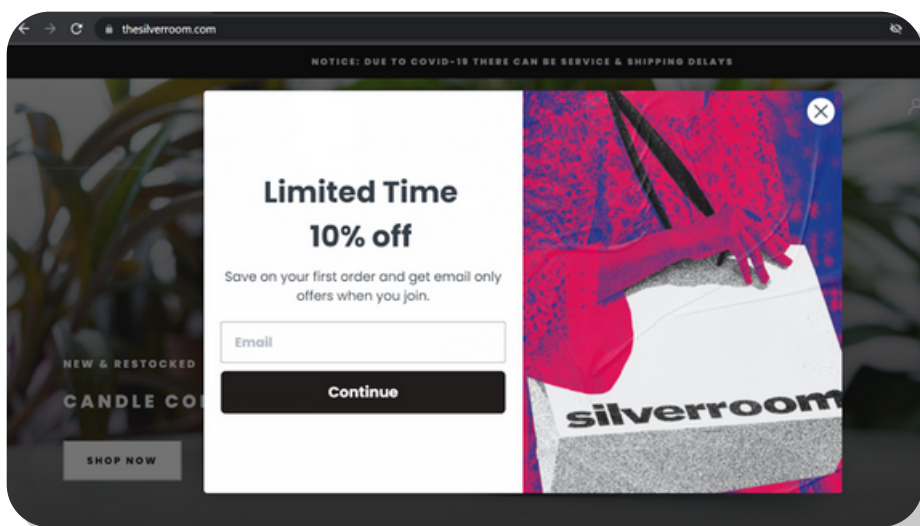
## > Personalised Email marketing with offers-

To ensure that Silver Room stayed in touch with their customers and could maintain a database for people who went through their website they asked Enalito to help them in sending email campaigns, and with the help of Enalito's technology, it could not only just create the logic and design of each email campaign but also could make sure that the right recommendations were available to the right customer which in turn lead to 35% increase in conversions.

## > Spot on recommendations-

With spot on recommendations, a customer feels connected to the brand, and Enalito helped Silver Room to establish this connection with their target audience with spot on recommendations. For example - Here you can see the website recommending.

Tom some of the products that he might like from his past purchases, and his preferences, this helped Silver Room in creating a special link with Tom and increased the chances of Tom coming back to the website again.



## > Optimizing personalized recommendation strategies-

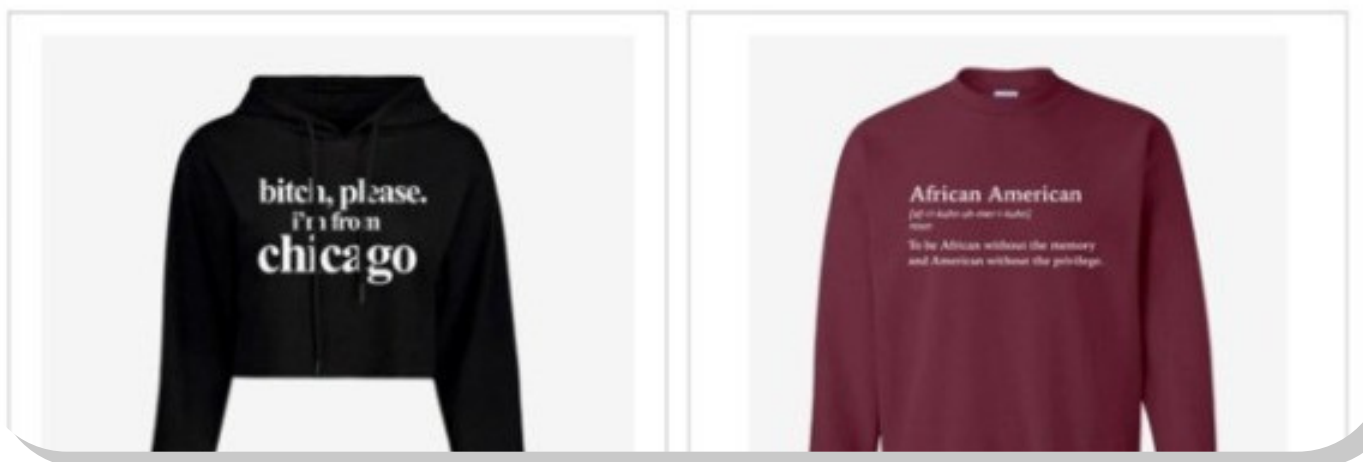
Just because a customer is interested in books would not mean that he/she would be interested in all books, optimizing and personalizing the recommendation strategy is also an important step.

Based on the customer's previous website history optimization can be achieved and Enalito helped Silver Room achieve that.



Hi Tom,

We think you'll love these! Check out this week's recommendations that are customized especially for you.



## YOU MAY ALSO LIKE



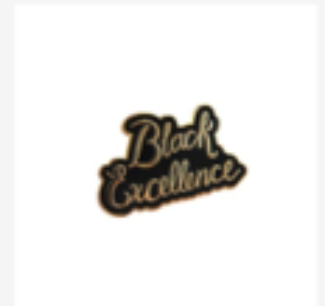
**THE SHATTERING: AMERICA  
IN THE 1960S HARDCOVER**  
\$ 32



**SUPREME ACTRESSES:  
ICONIC BLACK WOMEN WHO  
REVOLUTIONIZED  
HOLLYWOOD (HARDCOVER)**  
\$ 50



**THE NEW NEGRO AESTHETIC:  
SELECTED WRITINGS  
(PAPERBACK)**  
\$ 19



**BLACK EXCELLENCE ENAMEL  
PIN**  
\$ 12

## > Deploying urgency-driven messages across the cart pages at every change -

Silver Room was looking for a strategy to keep people on-site and interested in order to increase sales, and needed a solution to counteract the fragmented attention spans of today's eCommerce buyers. Because product detail pages are near the ending of a user's purchasing experience, the firm chose to include a sequence of urgency messages on these pages to guarantee that the customer does not abandon the process.



Order online today thru Monday and get FREE SHIPPING on orders \$50 or more!  
You can't go wrong, get to shopping and tag us with your Summer flex on the  
[.gram!](#)



## Key Takeaways

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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.

This in turn resulted in an increase in revenue for SilverRoom and happier customers with heavier bags.

## Results

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*Increase in Conversions*



*Decrease in Cart Abandonment*



*Increase in Page Views*



**slvrmm**





**"We use Enalito for our Weekly Email Campaigns and results have been beneficial. The Team is Attentive & Helpful, with Swift response Times. We Recommend Enalito!"**

**- Eric Williams**





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](http://www.enalito.com)**