

# Automated Campaigns. Smarter Journeys. Measurable Engagement

Built for conversion • Designed for personalization • Optimized for growth



## Automation

Behavior-driven campaigns that respond to user actions



## Journeys

Structured customer paths from first contact to conversion



## Engagement

Targeted messaging with clear, measurable outcomes

# Organizations We've Supported

Delivering structured execution across multiple business verticals



## Lesto Hair

Promotional campaign & lead nurturing journeys



## Spot Clean

Retention-focused, service follow-ups and re-engagement



## Vedra Agro

Education-driven funnels and partner communication



## Different organizations. One shared objective:

Guide audiences with relevant, timely communication that converts interest into action

# The Common Challenge

Campaigns sent. Results unclear.



## Disconnected Email Sends:

Newsletters, promotions, and announcements were sent independently, without a defined customer journey linking them together



## Low Relevance and Personalization:

Broad messaging reduced engagement, with audiences receiving content that didn't reflect their interests or stage



## Limited Insight into Engagement:

Teams lacked visibility into what content performed well and where prospects disengaged



## Manual Execution and Follow-Ups:

Campaigns relied heavily on manual effort, increasing inconsistency and missed opportunities

# Case Snapshot: Lesto Hair



## Challenges

Leads captured but rarely nurtured

Promotions sent without segmentation

Low repeat engagement after initial purchase



## System Design

Automated welcome and nurture journeys triggered by sign-ups and purchases

Audience segmentation based on interests and engagement

Balanced mix of education, promotion, and loyalty messaging



## Outcome

Higher engagement across campaigns (~40% improvement)

Improved conversion from email traffic (~30%)

Stronger repeat purchase behavior

# Case Snapshot: Spot Clean



## Challenges

Customer communication ended after service delivery

No structured follow-up for reviews or repeat bookings

Manual reminders consuming operational time



## System Design

Automated post-service email flows for feedback and re-booking

Seasonal and timed service reminders

Clear engagement tracking across campaigns



## Outcome

Improved customer retention (~35%)

Increased review and referral participation

Reduced manual follow-up workload

# Case Snapshot: Vedra Agro



## Challenges

Products required structured customer education

Low engagement with long-form content

Limited insight into distributor interest



## System Design

Educational email sequences guiding prospects step-by-step

Webinar and event funnels with automated follow-ups

Behavior-based segmentation for partners and distributors



## Outcome

Stronger engagement with educational content (~50%)

Higher webinar attendance and follow-up conversions

Clear identification of high-intent partners

# Turning email into a conversion system



## Journey Mapping

Designing clear paths from awareness to retention



## Automation & Triggers

Timed, event-based, and behavior-driven messaging



## Segmentation & Personalization

Relevant content based on who the customer is and what they do



## Measurement & Optimization

Continuous improvement through performance insight



## Platform-Agnostic Design

Built to work across modern email and marketing platforms

# The Impact

From isolated emails to meaningful engagement



## Higher Engagement

More relevant communication



## Improved Conversion

Guided journeys that move audiences to action



## Operational Efficiency

Reduced manual effort



## Clear Measurement

Insight into what drives results

**Predictable execution**

READY

# Ready to Turn Engagement into Conversion?

Let's design email journeys your audience actually responds to

If your campaigns feel manual, disconnected, or hard to measure, it's time to build an intelligent engagement system.

## Schedule a Discovery Session

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Automation



Engagement



Growth