

# Hisense

50% Efficiency Boost and 23% Conversion Uplift for Hisense  
Global with Harvest Scoring and Hyper-Personalization



Customer Success Story

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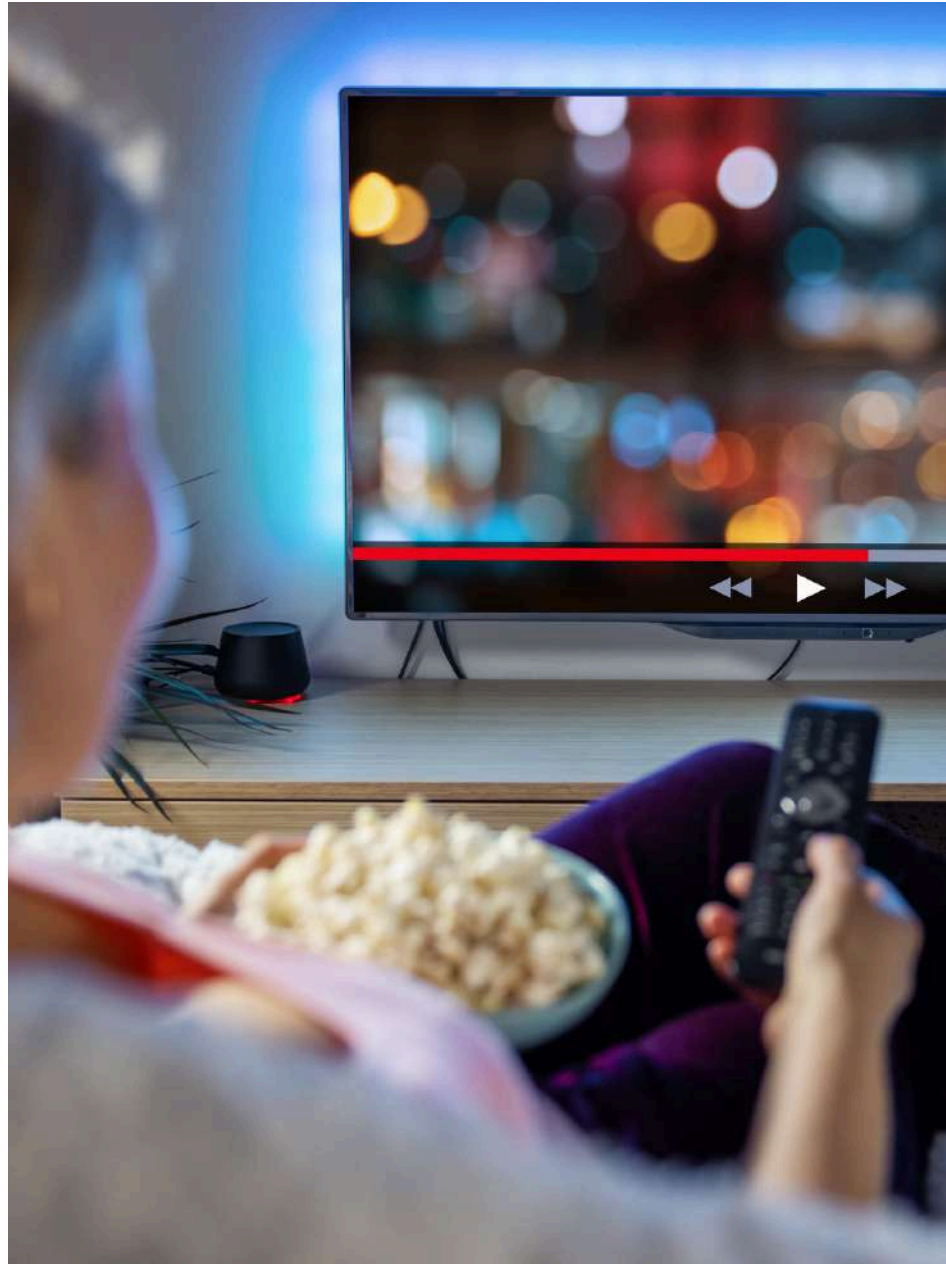
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# Introduction

In a fast-paced world where real-time, data-driven marketing is key to success, Hisense Global achieved a remarkable 50% efficiency improvement and a 23% uplift in conversion by leveraging Harvest's innovative technology: Activation Studio. This powerful tool enabled Hisense to apply the Harvest method, achieving hyper-relevance through smart scoring and personalization. As a result, Hisense can now respond swiftly and effectively to customer behavior, leading to higher conversion rates and significant time and cost savings.





Hisense Global used **Salesforce Marketing Cloud** for their email marketing, conversational outreach, and customer interactions. However, the traditional process of manually segmenting customers using SQL was time-consuming and limited their ability to respond quickly to shifting consumer behavior and emerging trends. Moreover, it was challenging to effectively assign value to different customer segments based on their behavior, slowing down marketing actions and hindering optimal customer engagement.

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## Challenge Hisense Global





# Goals

## **Time Savings:**

Automate repetitive marketing processes to allow more focus on strategic initiatives.

## **Advanced Segmentation:**

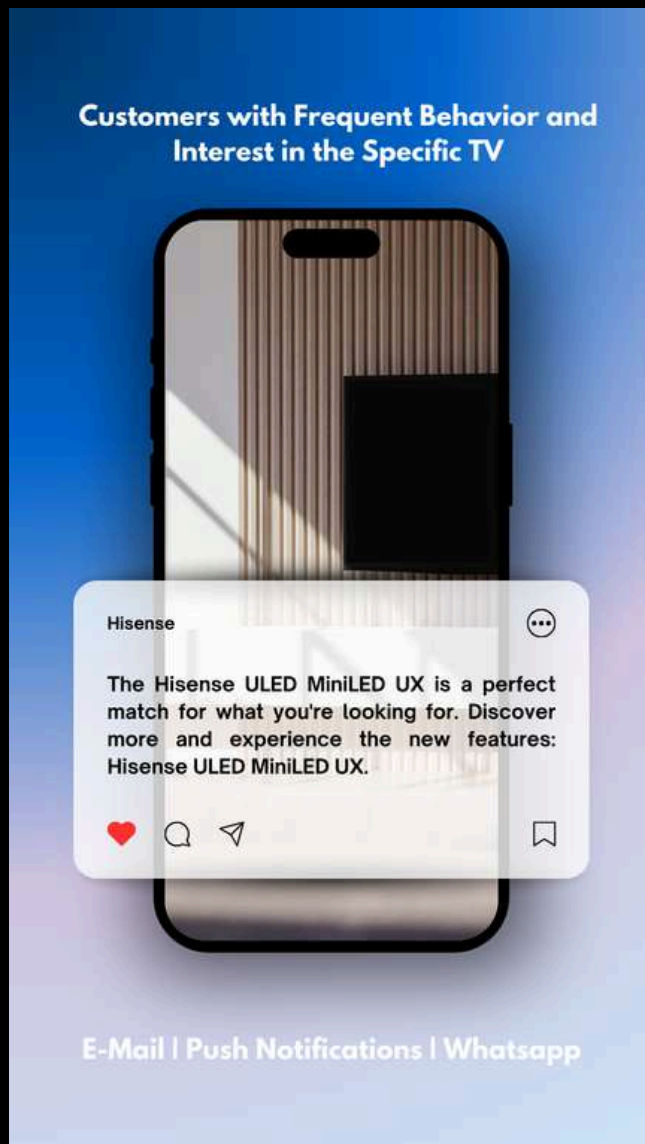
Enhance segmentation and leverage data-driven insights to create personalized campaigns.

## **Integration of Web Behavior:**

Seamlessly integrate web behavior data (such as buying intent) to enable real-time, relevant marketing actions.

# Solution

## Activation Studio and the Harvest Way of Work



Hisense Global took a major step forward by combining Activation Studio with the Harvest way of work. This approach offered a comprehensive solution, enabling automation, hyper-segmentation, and personalization within Salesforce Marketing Cloud:



### **Automation of Marketing Processes:**

Activation Studio automated complex workflows, taking over repetitive tasks like campaign segmentation and planning. This drastically reduced manual work and eliminated the need for time-consuming SQL programming. Campaigns could be set up faster, freeing up time for strategic initiatives.

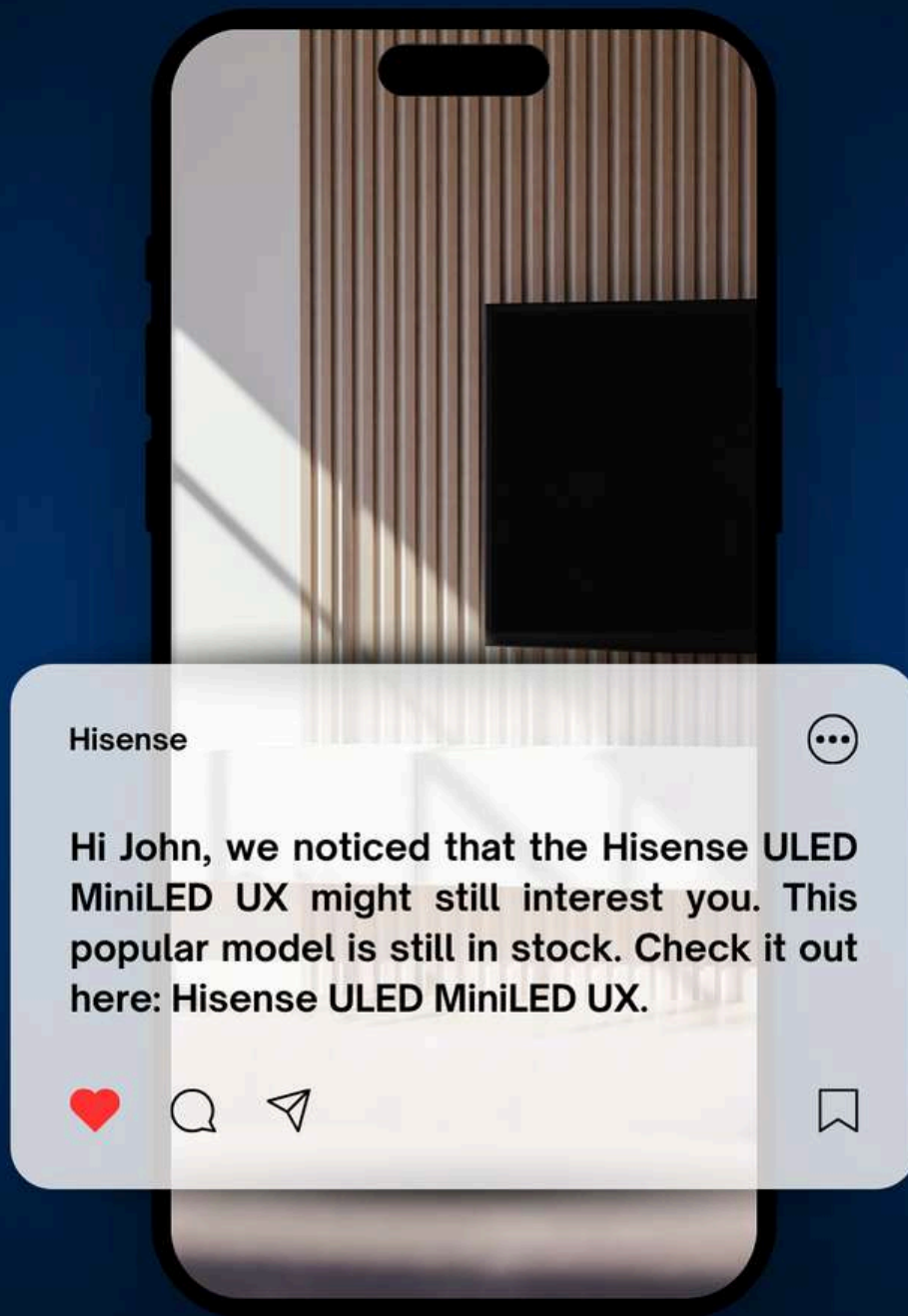
### **Harvest Scoring Model for Hyper-Segmentation and Personalization:**

By integrating the Harvest scoring framework with Salesforce Marketing Cloud, Hisense gained deeper insights into customer intentions and interests. Customers were accurately scored based on their interactions with marketing campaigns and their behavior on the website. This data-driven approach enabled refined segmentation and the development of hyper-personalized communication, directly contributing to higher conversion rates and customer satisfaction.

### **Real-Time Integration of Web Behavior Data:**

By monitoring and integrating customer behavior on the website in real-time, Hisense could respond immediately to actions like buying intent. This resulted in instantly personalized communication without additional manual work, significantly boosting customer engagement.

## Cart Abandoners with High Scoring Values



**E-Mail | Push Notifications | Whatsapp**



# Results

## Enhanced Customer Experience and Higher Conversion Rates

The implementation of Activation Studio in combination with the Harvest way of work helped Hisense not only save time but also significantly increase their conversion rates. Thanks to hyper-segmentation and the personalized approach enabled by the Harvest methodology, customer interactions became more relevant and effective, resulting in higher conversion rates and an improved customer experience.

## Why Choose Activation Studio and the Harvest Methodology?

Activation Studio offers powerful automation solutions that drastically reduce the complexity of marketing management. At the same time, the Harvest methodology helps companies accurately segment customers and create highly personalized marketing campaigns. This unique combination delivers a data-driven, customer-centric approach that saves time, optimizes marketing efforts, and boosts conversion rates.

# Conclusion

## Why Choose Activation Studio and the Harvest Methodology?

The partnership between Hisense Global and Harvest Digital has proven that smart technology and a strategic, data-driven approach are the keys to success in modern marketing. By automating repetitive tasks and leveraging customer data for hyper-personalized communication, Hisense has become not only more efficient but also more relevant to its customers. The results speak for themselves: a substantial conversion uplift, reduced operational costs, and a lasting competitive advantage.







Welcome to **Harvest Digital**, where innovation drives real results. As a full-service digital agency, we help leading and ambitious organizations achieve their goals and realize success. Contact us to discover what we can do for your business.

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