



RFMcube

Find your Gold Customers

Trusted by



We multiply the sales that E-commerce get from each customer

We offer the SIMPLE and EFFECTIVE solution that 1/3 of online shops are looking for.

"61% of marketing professionals in Europe he finds the **implementation of a Marketing Automation** solution very complicated"

Source Circle Research – "Benchmarking Report Marketing Automation" - 2015

61%

33%

"33% of e-commerce in Italy has **as the main goal for 2021** the search for a solution of Marketing Automation"

Fonte: Casaleggio Associati, Report E-commerce 2020

Compared to competitors in the field of **Marketing Automation**, our solution is designed to be simpler and suitable for 61% of Online Shops.

Ecommerce are losing vital revenue shares: they do not build customer loyalty

There is a lack of SIMPLE tools to AUTOMATE analysis and targeted actions

+95%

A 5% increase in retention rate **can increase profits from 25% to 95% ***

10x

A loyal customer **is worth on average as 10 new customers ***

+15%

"15% of the most loyal customers can reach **55-70% of a company's total sales**".



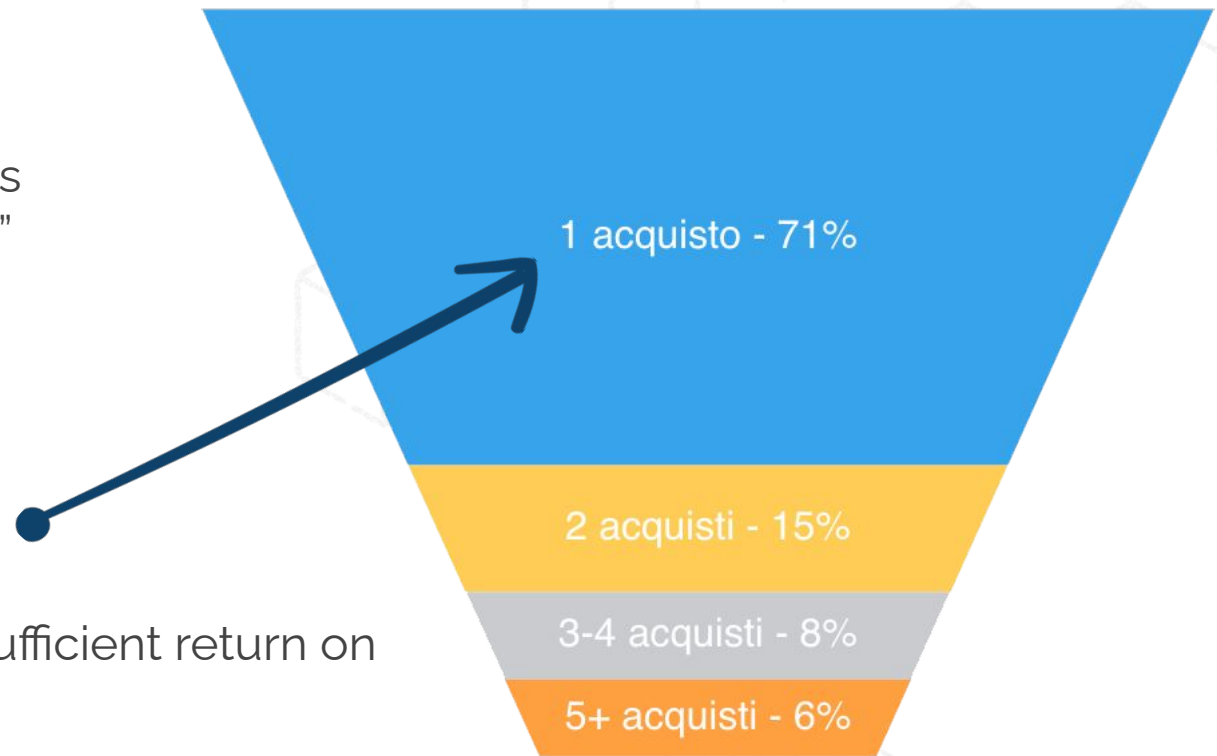
Loyalty of existing customers is now the most profitable opportunity

Costs of acquiring new customers have become unsustainable

"Over the past 5 years, the cost of campaigns Pay Per Click on Google **increased by 312%**"

Source: hochmanconsultants.com

Most of the customers **only makes a purchase**, not guaranteeing a sufficient return on investment.



Source: <https://rfmcube.com>

More and more companies are selling online, but they lack technical skills

Given the historical moment, there is an urgent need for simple and effective tools

There is an urgent need to make marketing features accessible to the general public of Merchant which are now the prerogative of consultants and specialized technicians.

“ *I would like to recommend Rfmcube, I believe it is the definitive tool for anyone who manages an ecommerce. I have often looked for similar solutions by manually extracting the data, thus losing all automation and without having a clear picture of the situation.* ”

Riccardo Giorgi
Responsabile Comunicazione Molinorosso.com

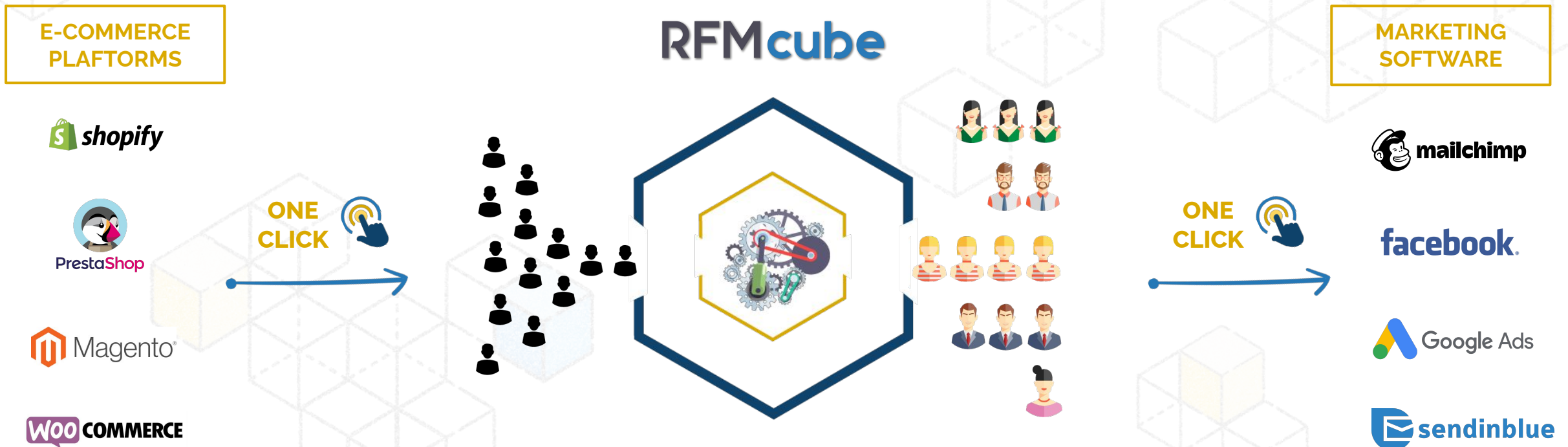
+ 26% Turnover of the B2C E-commerce sector in Italy in 2020.



Rfmcube increases the performance of your campaigns up to 42% *

Segment customers with a click, integrating every ecommerce and marketing tool

Rfmcube significantly improves the ROI of its campaigns as it allows customers to be divided on the basis of their purchasing behavior and to integrate the results obtained with the main Marketing Software, in total autonomy.



*source: <https://rfmcube.com/case-study-gocamera-it/>

SME using mkt segmentation software, USA 49% vs Italy 2% *

Rfmcube accelerates digital innovation and transport Italian SMEs into the future

WHY ITALIAN SMEs DO NOT USE SOFTWARE CUSTOMER SEGMENTATION?

- ✗ Integrate the platform
E-commerce requires **internal effort**
or expensive external skills;
- ✗ **Unable to transfer data from a platform marketing to the other:** the software present on the market they do not share data causes rivalry;
- ✗ **High cost of customer segmentation software,** as they also contain other features that the customer does not always care



- ✓ **Self-Service integration** with the own E-commerce **in a few clicks,** without the need for technical support;
- ✓ Absolute freedom to **integrate segments** of customers saved **with marketing tools they are already being used;**
- ✓ Complete specialization that guarantees an **Enterprise level solution at a much lower price** than the market.

In Italy there are about 20k E-commerce in target. In Europe over 500k.

After the many target companies in Italy, we will expand in Europe



For which companies is Rfmcube designed:

- Selling B2B and B2C physical products in sectors with recurring purchases (food, clothing, pharmaceuticals, etc.)
- SaaS services with recurring subscriptions (streaming, gaming, e-learning platforms)
- Online booking sites (hotels, tourist agencies, private means of transport)
- Sale of info-products (training courses, e-books)



Who is Rfmcube NOT aimed at:

- B2B or B2C e-commerce operating in sectors where recurring purchases are very rare or non-existent (Real Estate Agencies, Car Dealers)

Total E-commerce
in Italy

22.100

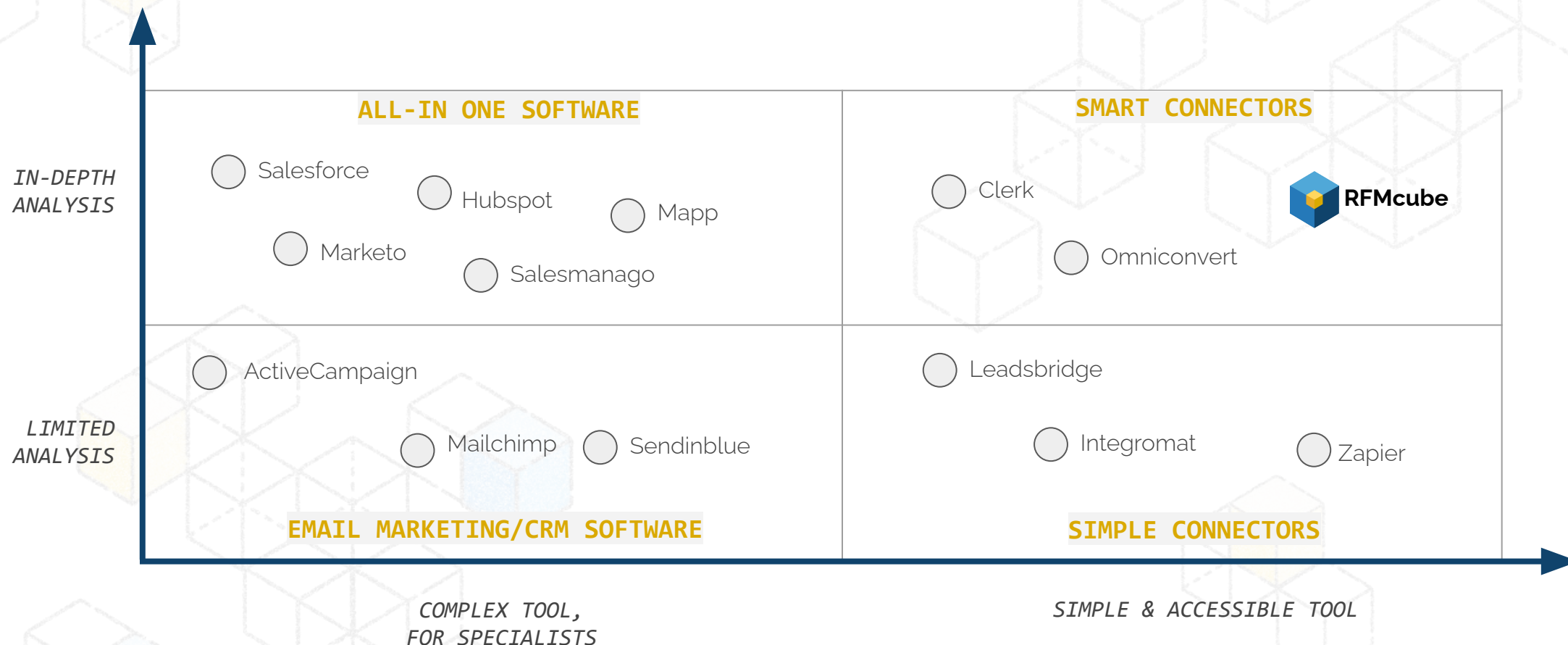
Have tried
Rfmcube

165

0,75% of
E-commerce

Mkt Automation solutions for E-commerce: unsuitable for SMEs

The complex and expensive all-in-one software of Big Companies are unsuitable for SMEs, while the cheap solutions are sketchy and incomplete



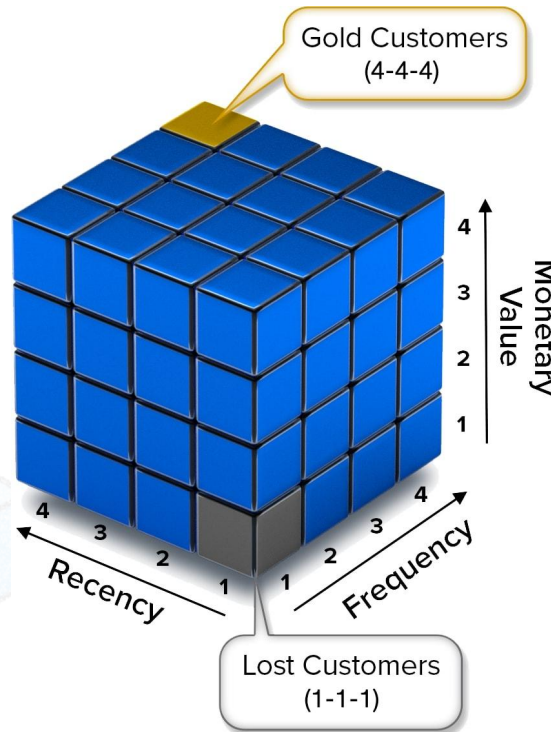
We multiply sales by sending targeted communications to customers based on their purchase history, with a unique simplicity (only 4 steps)

1

SYNCHRONIZE
the customer history
of your E-commerce.

2

ANALYZE
the key metrics
for your marketing
strategy.



3

SEGMENT
your customers based on RFM
(Recency, Frequency, Monetary)
values and additional Orders data.

4

INTEGRATE
your Customer Segmentation
with your Marketing platform and
make them come back
your customers to buy back.

About Us

Happy customers



“

Sometimes segmentation is overlooked but it is really essential, **It allows for the same sendings to double performance.**



Nicola Infantino,
CEO of Motoabbigliamento.it



“

Rfmcube is **easy and intuitive!**
It allows in a short time to analyze a large amount of data and to segment customers from many points of view!
It is helping us a lot to plan business strategies for each type of customer with **great advantages** for our e-commerce.

Alessia Corigliano,
Ecommerce Specialist Callipo SPA



[→ Other testimonials](#)



“

We have improved awareness of how our customers' databases are distributed, precisely through the set matrix. **We are able to target communication in the best possible way.**



Annalisa Ricetti,
Account Executive UP&UP

See you soon!



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CONTACTS



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