

# Vendemore Cross-selling case: Vitec

How can you influence customers to purchase more than just a few products from your portfolio?



“In 2013 Vitec increased cross-selling by 20% to companies targeted by Vendemore”

Magnus Persson,  
Marketing Director at Vitec

## About Vitec

Vitec Software Group is a 25 year old Swedish software company. Vitec offers industry-specific Business IT systems that provide customers with a profitable and modern Business Supporting System. This leads to large cross-selling potential and the Property Management Business Unit quickly recognized this opportunity

The average customer product purchase ranges from one or two products/applications out of five. The consequence of only selling one fifth of the portfolio is obvious: a significantly lower turnover from existing customers. In addition, Vitec’s relationship with a customer that uses more products tends to last longer, which benefits business in the long run.

## The Challenge

Vitec was determined to increase sales to existing customers and to improve its cross-sales figures. In order to do so, they needed to influence more people within their existing clients.

Vendemore was able to support Vitec’s business goals by:

- Make existing customers see the benefits of using more than just a few of Vitec’s products.
- Create a high sense of urgency from not using all products/services
- Generally increase the awareness and knowledge of Vitec’s portfolio among all employees

## The Solution

Vitec created a matrix in which they paired up customers and products. They wanted to get an overview of which products their existing customers buy today, and which products could be sold to existing customers in the future.

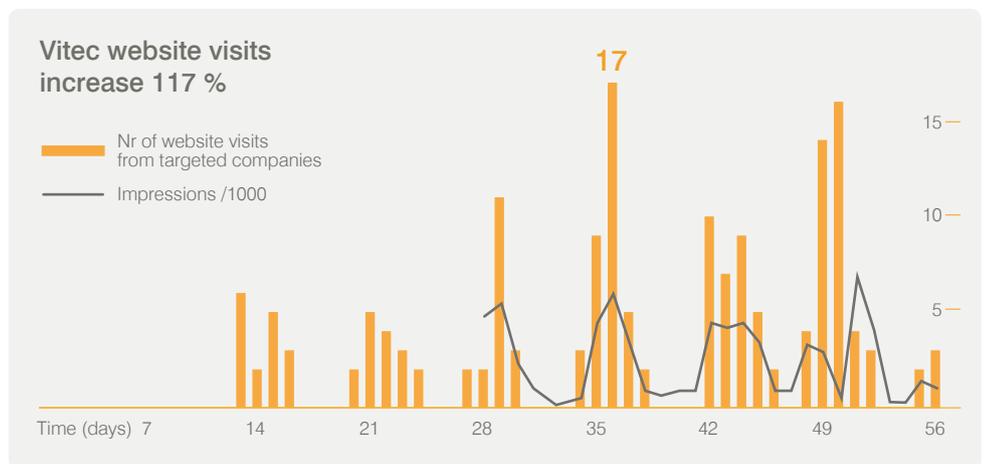
	PRODUCT A	PRODUCT B	PRODUCT C	PRODUCT D	PRODUCT E	PRODUCT F
CUSTOMERS						
	✓	✓	€	✓	€	✓
		✓		✓		
	✓	€	✓	✓	✓	✓
		€		€		

Vitec then activated targeted online advertising in order to influence existing customers' buying decisions. The Vendemore Cockpit solution was used to make sure that the right message reached the right company at the right time.



Ads were created with a specific message for each product combined with industry references in order to boost the relevance to the customers and therefore, enable cross-selling.

The following diagram indicates the increase in awareness from the targeted companies during the campaign.



The number of visitors from targeted companies two weeks prior to the campaign was 35, giving an average of 2.5 visitors per day. The targeted message was displayed to the potential customers for a period of 24 days resulting in the satisfying outcome of 130 visitors, an average of 5.42 users per day and an increase of 117 %.

### Results

An improved sales strategy, combined with the right targeting tools, helped Vitec to improve its sales during the period.

“In 2013 Vitec increased our cross-selling by 20 % to the companies targeted by Vendemore”, says Magnus Persson, Marketing Director at Vitec.

“To sell more products to existing customers has always been a part of Vitec’s business strategy but with Vendemores solution we were able to increase sales and work with business opportunities in a much more efficient way. The Business Unit Property Management improved their result in 2013, in relation to 2012, by almost 80 %.

Vendemore pointed out the importance of reaching out with the right information to the right customer, and has been a great partner throughout the process”, says Magnus Persson, Marketing Director at Vitec.