



PULSEE

Luce e Gas

Case study

Pulsee is an innovative Italian energy provider that combines digital innovation with a strong local presence. While its seamless online platform and app enable customers to manage every aspect of their energy supply digitally, its expanding network of stores across Italy provides accessible, on-the-ground support. This hybrid approach allows Pulsee to deliver a convenient, transparent, and customer-centric energy experience.

Goal & Challenges

In the highly complex energy market, effectively guiding users throughout the entire journey is essential, as the decision-making process leading to conversion is often long and fragmented. To support Pulsee's goal of effectively guiding users, Fanplayr implemented a series of personalized engagement strategies designed to reduce friction, re-engage visitors, and increase conversion opportunities across the website. By leveraging behavioral signals and real-time interactions, the experience was tailored to support users at different stages of their decision-making process, from initial exploration to final conversion.

In addition, in-funnel surveys were introduced to better understand the reasons behind abandonment and identify areas for optimization.

Together, these initiatives helped create a more seamless, data-driven, and customer-centric digital experience.

Results

- **23% Click-Through Rate (CTR):** Personalized messages and calls-to-action achieved a 23% CTR, demonstrating strong user engagement across the customer journey.
- **5% Conversion Rate Among Engaged Users:** Users who interacted with Fanplayr-powered experiences showed a 5% conversion rate following engagement with personalized activations.
- **10% of Total Orders and 30% of Total Leads generated through Fanplayr:** Fanplayr strategies contributed significantly to overall business performance, driving 10% of total website orders and 30% of all generated leads.
- **22% Abandoner Recovery Rate:** 22% of users identified as Abandoners successfully converted after being engaged or re-engaged through personalized experiences.





In a complex energy market, Fanplayr enabled us to effectively guide users through their fragmented decision-making journey. By leveraging personalized strategies and real-time behavioral signals, we created a smoother, more customer-centric digital experience.

The platform's flexibility and the team's creative support also helped us identify critical drop-off points and optimize them quickly. The results speak for themselves: 22% of users identified as "Abandoners" successfully converted after being engaged or re-engaged through personalized experiences.



Beatrice Colosio

Brand, Media & Digital Manager
Pulsee

Fanplayr uses behavioural data and AI to help businesses boost sales and engagement on e-commerce and web platforms. By analysing user behaviour in real time, Fanplayr enables personalised marketing, improves conversion rates, and retargets visitors effectively to drive revenue growth.

Book your demo at
fanplayr.com

