

STIHL, adm Indicia and Iterable - a transformative partnership

Results

Normally, results go at the end of the award entry. Some hard numbers to wrap up the story.

In this entry, the results are the story.

So here's what happened to ROI in STIHL's customer communications after they partnered with adm Indicia and Iterable.

adm∞indicia

STIHL

Revenue

✉ Email **+507%**

💬 SMS **+2099%**

Transactions

✉ Email **2202 (+336%)**

💬 SMS **1311 (+1603%)**

AOV

✉ Email **+39.27%**

💬 SMS **+29.16%**

Conversion rate

✉ Email **0.6% (vs 0.1%)**

💬 SMS **0.53% (vs 0.09)**



And now, back to the beginning

For over 100 years, STIHL has built trusted tools that empower people to do their best work.

Unfortunately, the tools they were using to connect with their customers couldn't meet the same standards.

Their legacy platform was slowing them down, with limitations in scalability, agility, and cross-channel personalization.

The need was clear: STIHL wanted more than just email blasts. They wanted smart, responsive customer communications, authentic engagement, seamless integrations, and personal, timely, connected customer experiences. And they wanted them fast.

So they partnered with us to switch to Iterable.

adm∞indicia

STIHL

Planning

This was more than a platform upgrade - it was a reimagining of STIHL's marketing strategy around data-driven, customer-first engagement; a culture shift that reignited their teams' creativity and gave them the tools to connect with customers at scale in meaningful new ways.

An ambitious and aggressive timeline was developed to make the transition in one month - crucially, with no downtime.

Iterable's flexibility, ease of use, and robust orchestration tools made it possible. Close collaboration between STIHL's internal teams, adm Indicia and Iterable's technical experts did the rest.

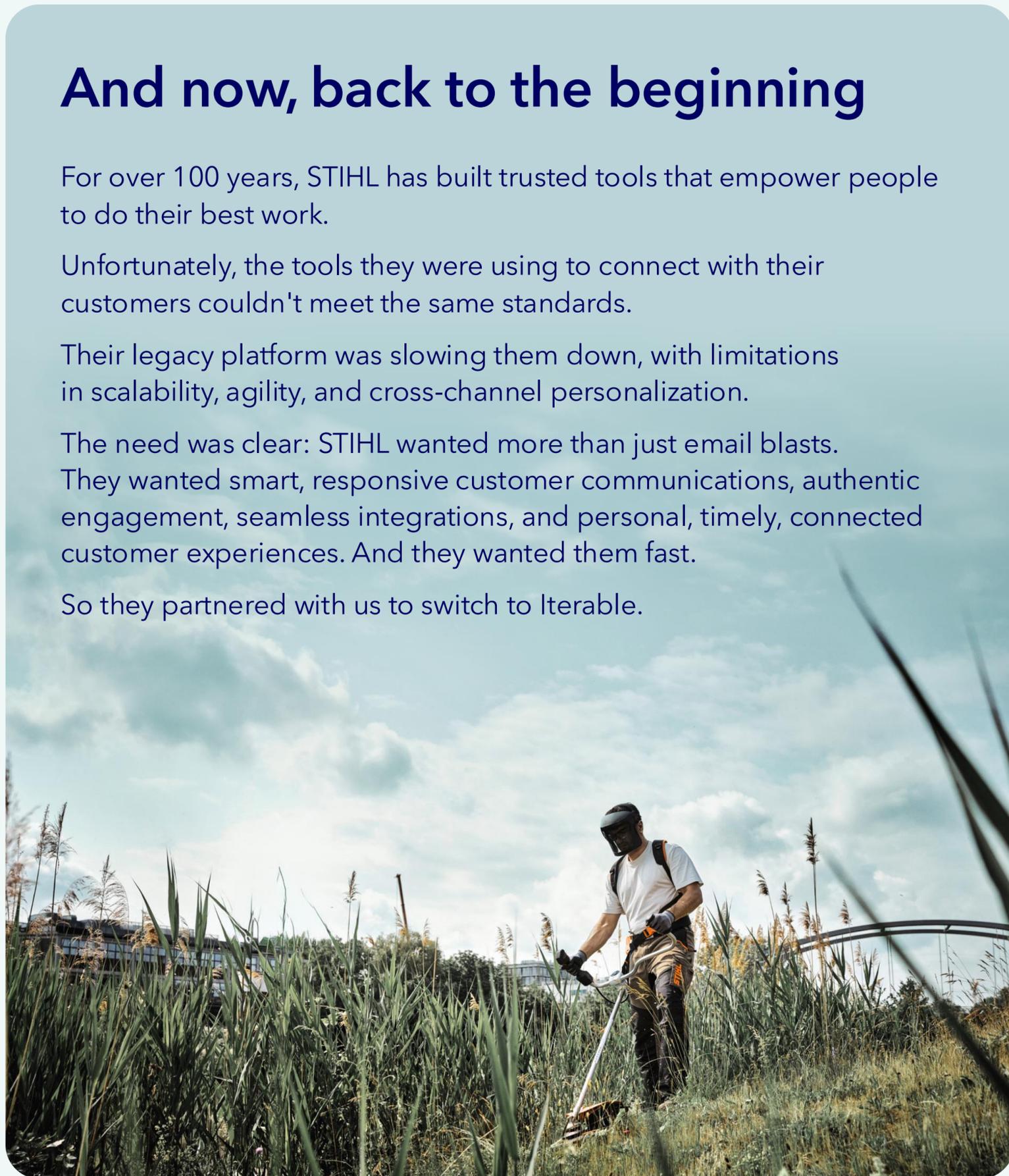
Execution

Making the leap in just over one month was no small feat. But despite the compressed schedule, the migration was smooth and collaborative, thanks to careful planning and the joint effort between the three teams.

And the experience was empowering. What might have taken months with other providers was executed quickly and with confidence - and no downtime.

Now the marketing team has more freedom to test, iterate, and innovate. New journeys and promotions are coming online in days instead of weeks. And enhanced segmentation and personalization are driving stronger customer engagement and higher open and click-through rates.

But we're not just here for opens and click-throughs. We're here for ROI.



Results

adm∞indicia



You already know the numbers, but just in case you've forgotten, here they are again:

Revenue

✉ Email **+507%**

💬 SMS **+2099%**

Transactions

✉ Email **2202 (+336%)**

💬 SMS **1311 (+1603%)**

AOV

✉ Email **+39.27%**

💬 SMS **+29.16%**

Conversion rate

✉ Email **0.6% (vs 0.1%)**

💬 SMS **0.53% (vs 0.09)**

Dig deeper into the numbers, things look even better.

For every click on a triggered email, nearly \$10 revenue is generated, compared to \$0.26 for blast campaigns. So, while triggered emails were still just 3% of sends, they drove 83% of revenue.

Similarly, triggered SMS averages \$2.92 per click, compared to \$0.10 on a blast campaign, so the 13% of SMS activity that was triggered delivered 83% of revenue.

This is just the beginning. The potential upside is obvious as the transition from batch & blast to data-driven, personalized, triggered communications gathers pace.

