

# *32,21% more sales for M&C Packing in first day of using SmartBusiness customer-driven AI recommendations*

Company: M&C Packing  
Industry: Packaging & Containers

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## *Increased sales using customer-driven AI recommendations from the first day*

### *Introduction*

*M&C Packing manufactures and personalizes a wide range of disposable, environmentally friendly carton packaging for the food trade. The cartons are customized with one or more colors, logos and /or photos, depending on customer requirements. The company specializes in packaging for bakeries, pastry shops, pizzerias, and fast food outlets; special packaging to give your products a visual boost.*

*After using SmartBusiness #recommendation #engine, M&C Packing managed to generate 32.21% more sales from the first day of implementation generating the amount of 8140.57 USD out of the total of 21798.82 USD sales from that day through SmartBusiness.*

*SmartBusiness is helping M&C Packing to increase sales and personalize recommendations for each individual visitor.*

## *The Story of M&C Packing*

*M&C Packing is an independent manufacturer and converter of corrugated cardboard, cardboard boxes, and packaging. They are located in the city of Iasi, in north-eastern Romania. Their production capabilities include in-house structural and graphic design facilities. M&C Packing offers finished cardboard and corrugated packaging products to commercial, industrial, and agricultural customers. Their customers come from the most diverse sectors: processed foods, clothing and textile, fruit and vegetable, confectionery, games & toys, wine, and beverages, etc. However, the most significant part of M&C Packing's growing customer base comprises food industry businesses, mainly pastry shops, cafes, pizza shops, and fast-food chains. They offer a range of existing designs to choose from, but they can also develop customized carton box shapes and colorful designs to suit the most sophisticated customer requirements.*

*Prior to the collaboration with SmartBusiness, M&C Packing's online store was facing various problems, ranging from customers leaving the online store very quickly - drop-off rate - for reasons such as not easy finding a specific product or not being offered content tailored to their needs, to low sales because customers could not find the product they wanted in the site's interface and others. However, after working with SmartBusiness, sales have increased, and drop-off rates have decreased, attracting more customers and retaining some of them, turning them into loyal customers.*

*M&C Packing decided to work with SmartBusiness both because of the experience of the founder and the team in digitization, innovation, and sales growth, as well as because of the product which is non-invasive, without cookies, and compliant with GDPR, being able to satisfy the needs of customers and creating delightful experiences from on the first visit, increasing the sales.*

## *What and how did SmartBusiness implementation increase M&C Packing sales?*

*Until the implementation of the SmartBusiness recommendation engine, M&C Packing's daily sales were approximately 13,660 USD. However, after implementing SmartBusiness, daily sales increased by 32.21% to 21,798 USD. This was possible thanks to the recommendation system that uses artificial intelligence to uniquely identify each user's preferences, map and understand their travel path, thus accurately recommending products based on this to improve the customer experience.*

The proof of the sales generated strictly by SmartBusiness in just one day to M&C Packing can be seen in the image below, extracted from the SmartBusiness platform:

Sales from recommendations						
2022-06-23	2022-06-23					
Order ID	Product	Quantity	Price	Date	Product URL	
23237	CUTII PRAJITURI 15x35x14 CM Aurii	500 Pcs	2657.16 USD	2022-06-23 12:29:43	<a href="#">Link produs</a>	
23238	CUTII PRAJITURI 30x30x12 CM Albe	50 Pcs	169.092 USD	2022-06-23 12:21:36	<a href="#">Link produs</a>	
23237	CUTII PRAJITURI 15x35x14 CM Aurii	500 Pcs	2657.16 USD	2022-06-23 12:21:35	<a href="#">Link produs</a>	
23237	CUTII PRAJITURI 15x35x14 CM Aurii	500 Pcs	2657.16 USD	2022-06-23 12:11:01	<a href="#">Link produs</a>	
Revenue through recommendation			8140.57 USD			

This was possible only through the simple implementation of the SmartBusiness platform, an implementation that involves the following steps:

### 1. Onboard

For the fast onboarding process, M&C Packing enters some of the most essential links to sync the e-commerce store with our platform, links that identify the homepage, all products page, cart page, etc.

### 2. Import products

Using a Custom Feed, M&C Packing added the products to the SmartBusiness platform. The feed was periodically crawled, and the item catalog was updated. For using the custom feed M&C Packing was needed to create a .csv file of the products using the template available on the platform and upload it to the online shop.

### 3. Insert the code snippet generated by SmartBusiness in the website header

After the actions above, M&C Packing easily copied the SmartBusiness code into the website header using the tutorials that explain how to do it yourself using Google Tag Manager, WordPress, or Magento.

### 4. Set the pop-up to match the preferences in the Settings menu

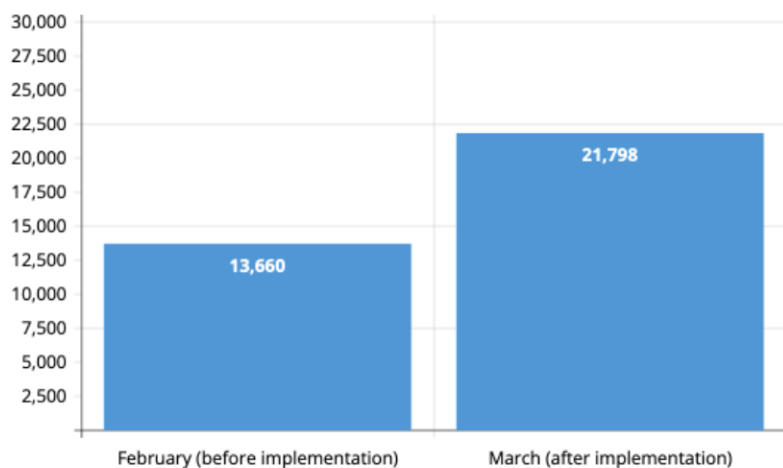
In the Settings section, M&C Packing customized the pop-up: changed the color of the pop-up, the layout, position, content, display time interval, and pop-up display frequency per day.

*This entire procedure takes 15 minutes to be implemented.*

## Overall Results

*After all this experience together with SmartBusiness, M&C Packing has visible results in terms of sales growth, with daily sales increasing by 32.21%, from 13660 USD to 21798 USD.*

Total sales of M&C Packing before and after SmartBusiness implementation



*Get started for free or get a demo now and begin to increase your sales through the AI SmartBusiness #recommendation #engine.*

*Get in touch and rock with us [here](#).*

