ANIA KRUK

Case Study

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e-commerce

Ania Kruk is personalizing it's marketing communication and achieves a 62% growth of conversion thanks to the use of AI recommendations and precise targeting of their content to the selected customer groups.

About

Ania Kruk is a company started by siblings - Wojtek and Ania Kruk in 2012. They are representatives of the fifth generation of famous jewelers Kruk family with nearly 200 years of tradition. Since the beginning the brand combines opposites: a long tradition with the freshness of the new generation and precious materials with jewelry to wear every day. Ania Kruk follows the latest trends by releasing several collections each year. Their patterns are produced in dozens, not hundreds of pieces, thanks to that every single customer is able to feel special whilst wearing them.

Opinion

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We are able to see an increase in the value of our campaign effectiveness indicators by the introduction of additional system functionalities. It is obvious that sales ultimately matter, but we realize it by improving OR and CTR. By strong customer segmentation, we are more accurate in meeting their taste and demand, and do not tire them with irrelevant messages. By saving abandoned baskets, we improve the indicators of external campaigns and CVR. Every quarter, we implement a new greater functionality such as dynamic segments, Copernicus, or intelligent recommendation frames, but we also optimize those already implemented to maximize their potential. The effects are clearly visible in the results, so we are looking forward to the next changes and improvements.

Jan Sobieski
Head of e-commerce

Challenges

By the implementation of SALESmanago, Ania Kruk wanted to increase online sales and conversion from the generated traffic, adapt the offer to the preferences and needs of customers and increase the number of returning customers.

The following goals were set:

- usage of information about products purchased by the customer to determine preferences and choose the most interesting offer

- usage of dynamic mechanisms to target relevant offers to individual clients

- saving abandoned shopping baskets

- improvement of opening and clicking rated for mass emails

Solutions

Targeting campaigns using dynamic segments

- Dynamic segments allow you to easily segment the contact database based on transactions, visit source, transaction statistics and transaction source. Thanks to their use, it is possible to select contacts who bought products from a given collection, spent a certain amount, made purchases at the time we were interested in e.g. before Women's or Valentine's Day, visited the store recently etc. Use of database segmentation allows us to match the offer and personalize it to the selected group, thanks to which the content delivered to customers is more suited to their taste and customers are more willing to check them systematically.

Saving an abandoned cart using Artificial Intelligence (SALESmanago Copernicus)

- Thanks to the use of algorithms based on Machine Learning and AI, analyzing individual customer profiles and their history of visits and purchases in the store, it is possible to predict purchasing behavior and recommend personalized products. After abandoning the basket, the customer receives not only information about the products left by him, but also individually selected articles from a blog tailored to his preferences.

Recovering inactive customers in an automatic win-back campaign with dynamic content

- The campaign consists of sending to users inactive for a long time information encouraging them to return to store and buy the products. If the customer doesn't place an order during a visit in the store, he initially receives a dynamic message with product retargeting and in the absence of a purchase, subsequent messages after 14 and 30 days with information about the special discount code for the purchase of the recommended products.

Keeping the customer in the store thanks to dedicated exit-popup actions

- During intensified sales activities related to e.g. Christmas or Black Friday, there are dedicated messages displayed to users who have found their way to the store, but want to leave it without making a purchase. These messages encourage the customer to continue shopping and inform them about special promotions.

Implementation of lead nurturing and birthday campaigns to increase customer loyalty

- In order to build a permanent customer relationship, brand awareness activities have been launched. The lead nurturing campaign introduces new customers to the history of the brand's creation, the people responsible for its success and individual collections. Birthday messages with special offers remind customers that the company remembers them and has prepared something special for them.

Effects:

77%

increase in average OR of mass emails due to the use of targeting with dynamic segments and personalization

1218%

increased CTR for dynamic AI messages in comparison to traditional email campaigns

62%

increase in conversion supported by SALESmanago after applying AI recommendations and precise targeting of different customer segments with dedicated offers

248%

increase of OR and CTR of email campaigns prepared for a specific group of recipients selected by dynamic segments compared to traditional mailing campaigns to the entire database

Development opportunities:

- Launching Live Chat on the website, which allows to acquire more leads at the website level, as well as for efficient query handling - the consultant, when talking to the current customer, has a preview of the data stored about him in the system. The latest version of Live Chat also enables Automatic Sales Chat, which allows products to be recommended by Bot.

- Implementation of the Social Proof widget, which shows the interest of other users about a given product on the website. The use of this tool supports conversion and encourages potential customers to complete their purchase faster.

- Product recommendations on the website using AI will help customers find products that interest them and increase sales conversion in the store.