

CONVERSE

3663%

ROI for Marketing
Automation implementation

850%

Up to 850% higher CTR and
161% higher OR for dynamic emails
compared to mass campaigns

This case study describes the effects of deploying Customer Engagement Platform at Converse online store, a franchise operated by Orbico.

Our cooperation with SALESmanago was born from the need for implement a system that supports full marketing automation activities in our eCommerce department. Working with this tool has allowed us, above all, to obtain leads, automate newsletter dispatch, and personalize and segment the database.

Our results are growing, as can be seen in the reports. The possibilities for the program are enormous, and new functions supporting the development of marketing activities are constantly appearing. The commitment and professionalism of our supervisor make the cooperation run smoothly.

Aneta Ochnik
Online Content and Sales Coordinator



About

Our company has been developing its activities since 1993. Both in Poland and neighboring countries, we are striving to be the best distributor in the lifestyle sector. Our eCommerce department is growing dynamically in terms of both the value of products sold online and the number of online stores. With this rapid development comes the desire to offer our services in many new markets. We are committed to building solid relationships with clients.



Challenges

Activation and segmentation of customers at every stage of the buyer's journey

The need to adapt the offer and the method of communication individually for each client

Maintaining brand loyalty and the number of transactions made

Process automation and implementation of best practices in marketing automation

Conducting omnichannel communication that is attractive to the recipient (e-mail, webpush, text messages, website messages), allowing for the delivery of a personalized offer at the optimal time





Implementation

Onsite

Stimulation of contacts for shopping with the use of the social proof widget

Conversion of anonymous traffic on the website

Use of notifications in the Personal Shopping Inbox

Communication with the client

E-mail marketing

Web Push

Mobile marketing

On-site communication

Automation processes

Omnichannel recovery of an abandoned cart

Dynamic multi-channel post-visit retargeting

Campaigns activating inactive users

Recommendations after purchase

Campaigns

Segmentation

Behavioral, transactional, and declarative segmentation

Recency, Frequency, and Monetary segmentation

Customer segmentation by website visits, shopping activity, and newsletter activity

Lead generation

Pop-up, sidebar, and a form with a discount code



Effects

3663%

ROI for Marketing
Automation implementation

54%

Transactions supported by
SALESmanago account for over 54%

73%

Over 73% of last-click-supported
transactions were generated by
automation and workflow rules

397%

Up to 397% higher open rate
and a 701% higher click rate
for dynamic emails with 1-to-1
recommendations
compared to mass emails

28%

An increase in the
contact base by
28% per year

850%

Up to 850% higher CTR and 161%
higher OR for dynamic emails
compared to mass campaigns



Development opportunities

Customer Preference
Center implementation

Implementation of Cinderella
AI Visual Products Search

Launching the
Loyalty Program



SALES  **manago**