



Success with SALESmanago

video games, known for its strong commitment to a DRM-free policy, which gives users full ownership of their purchases. Part of the CD PROJEKT Group, GOG serves

GOG is a leading digital distribution platform for

a global community of millions of gamers with a curated selection of classic and modern games.

**Company Size:** Large Market Presence: Global (supports English, German, French, Polish, and Chinese) **Contact Database: 28,900,000+** 

Industry: Gaming, eCommerce

# Challene 1 Before partnering with SALESmanago, GOG's marketing efforts were hindered by several technical and strategic limitations.

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# Significant delays in email **Inability to leverage Al-driven**

Technical difficulties with website integration, limiting data collection and activation.

delivery to their multi-million

contact database.

product recommendations for

personalization at scale.

Strategic Objectives

# Increase customer retention and long-term engagement.

Ensure faster, more reliable email delivery to improve campaign timeliness.

Implement advanced contact filtering and personalized product recommendations.

Boost user education on GOG's unique value proposition to build trust and accelerate conversion.

# enenge **Mission-Driven Onboarding** The cornerstone of the strategy was a dynamic and personalized onboarding workflow

# nurturing logic to a B2C audience, treating each user as a unique relationship to be developed.

designed to introduce new users to the GOG philosophy.

This wasn't a generic welcome series; it was an automated system that applied B2B lead

Workflows Add Event Alice Carpenter **Advanced Workflow** a.carpenter@example.com Tag assigned to contact

Last activity: 1 minute ago

Event: Opened email



Channels

Web Push

**Automation** 

① A/B/X Test Send text message to contanct

Send Email to contanct

Send web

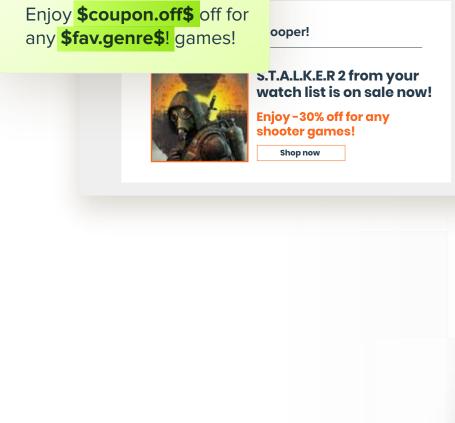
contanct

notification to

Built a complex, multi-path onboarding

journey that segmented users based on

behavior within the first 24 hours.



Delivered tailored communication based on

user interactions, such as genres browsed or

games wishlisted, to make every message

**Hyper-Segmentation &** 

**Personalization** 

relevant.

**BLOODLINES** 

TIME LEFT: 0 0 0

WINNER

# The mission-driven onboarding campaign was tested against a control group and delivered exceptional, measurable results, confirming that educating users on core values directly

7.8 Higher Revenue

CDPR Easter Weekend Sale

The group that went through Base revenue the onboarding workflow generated 7.8% more revenue than the control group.

4.81% Average CTR The onboarding campaign achieved an average Click-Through Rate of 4.81%, which is 4.8x higher than standard sales campaigns (1.00%).

# Onboarded users viewed more game By effectively communicating values like pages, installed the GOG Galaxy freedom, ownership, and nostalgia, the client more often, and returned to the campaign built trust and encouraged platform more frequently. users to add games to their library and make their first purchase faster.

**Faster Conversion** 

Qualitative Impact

# clent feedbas 'It's a really good feeling to have that **control over the** emails. When I come up with something, I'm able to build it easily in SALESmanago. The wide range of triggers and

the great A/B/X testing functionalities are what works well Nikola Budna Direct Marketing Specialist, GOG

# journey and for a couple of months is actively using

the onboarding workflow, incorporating learnings experience and deepen the relationship with their 909 COM

from the A/B tests to further personalise the community.

For more information, contact: marketing@salesmanago.com SALESIImanago

www.salesmanago.com

content, and offers to identify the most engaging communication strategies. Exclusive for \$name\$!

now!

**\$fav.sale1\$** game from

your watch list is on sale

**Email Marketing Studio** Created visually compelling emails that communicated GOG's core values effectively.

translates to business growth. Key Performance

**Achieved revenue** 

9.78% CTR on Top Performing Email The email focused on GOG's USPs was the most successful, achieving a 9.78% CTR.

Stronger Engagement

for us."

Future Pars GOG is continuously working to enhance the user

SALESmanago SMS Gate. The team is currently developing the next version of