

Monnari Case Study

Country: Poland
Industry: Fashion and Retail
Start of Cooperation: 2024

Monnari, a leading Polish clothing brand that blends tradition and modernity. With an omnichannel approach, it sought to enhance personalisation and customer retention.

Challenges:

- Personalisation and unified messaging across channels.
- Improving customer lifetime value and retention.

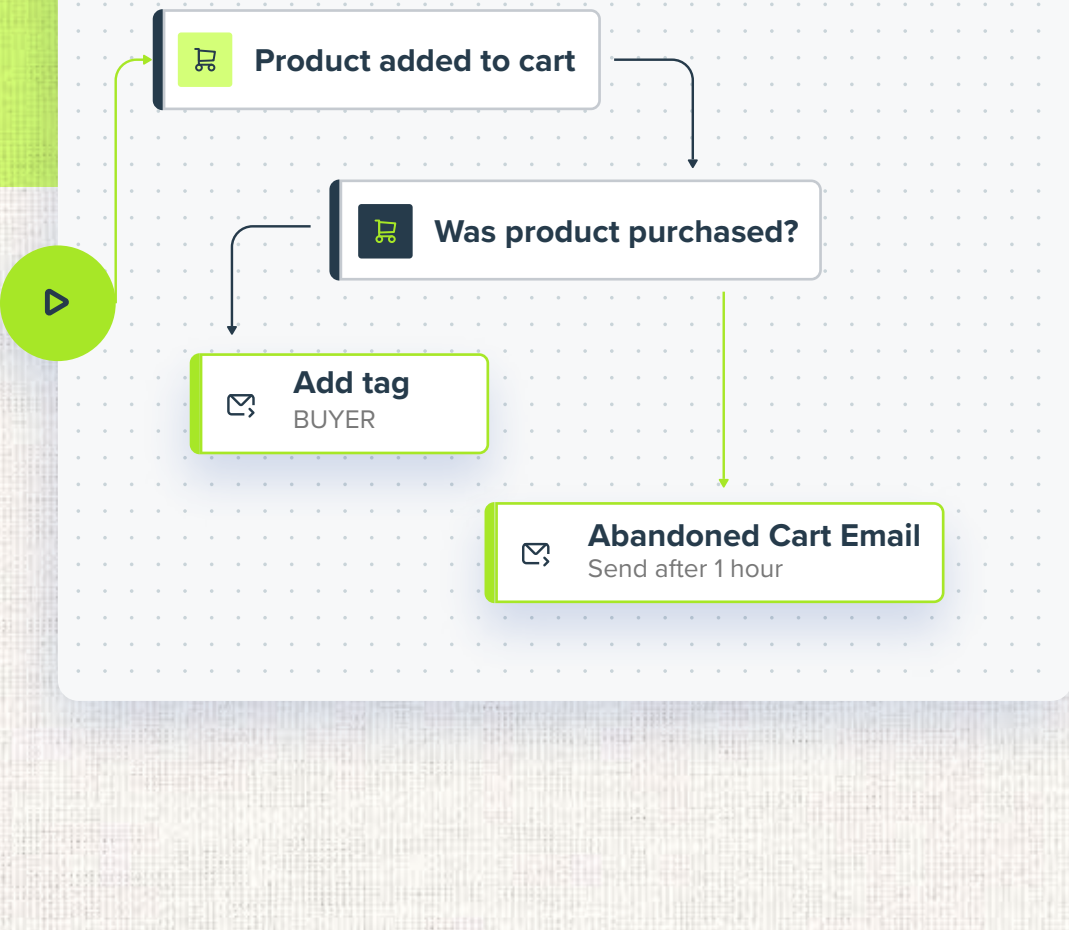
Strategy:

Lead Generation

Dynamic pop-ups for data collection.

Marketing Automation

Abandoned cart recovery, remarketing, and personalised campaigns.



Personalisation & Omnichannel

Targeted messages across email, SMS, and web.

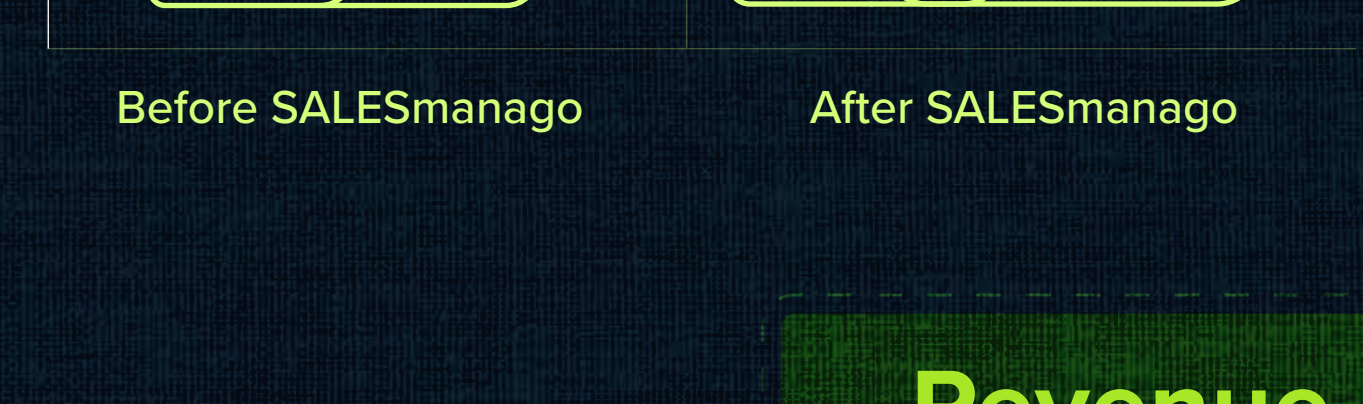
Segmentation

Behavioural and transactional customer segmentation.

Contact Segments

- ☒ New Contacts
- ☐ High Email Activity

Results (Year 1)



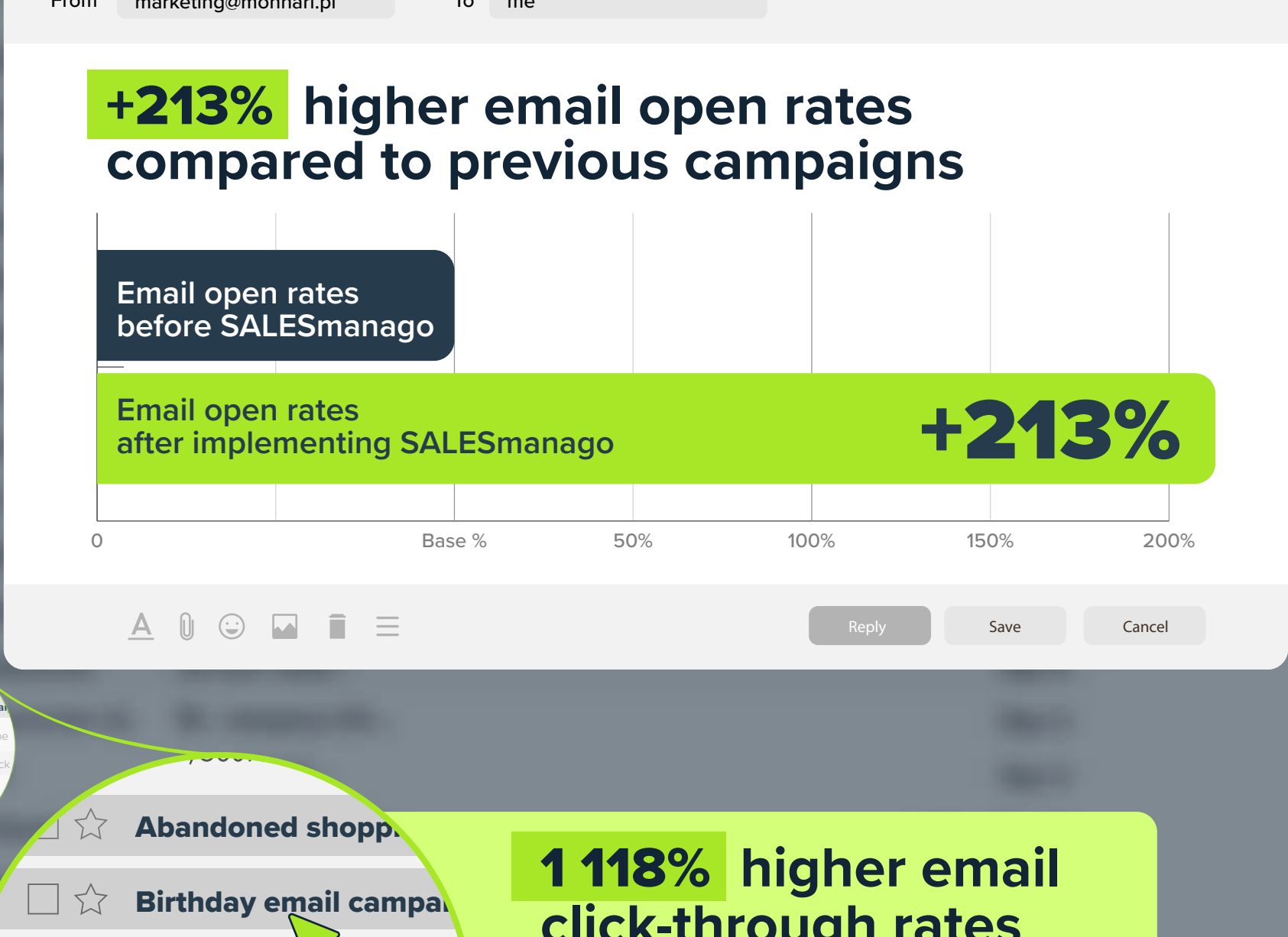
Customer Acquisition
20.8% growth in database.

Revenue

11% increase in average order value

45% of transactions from SALESmanago

Engagement

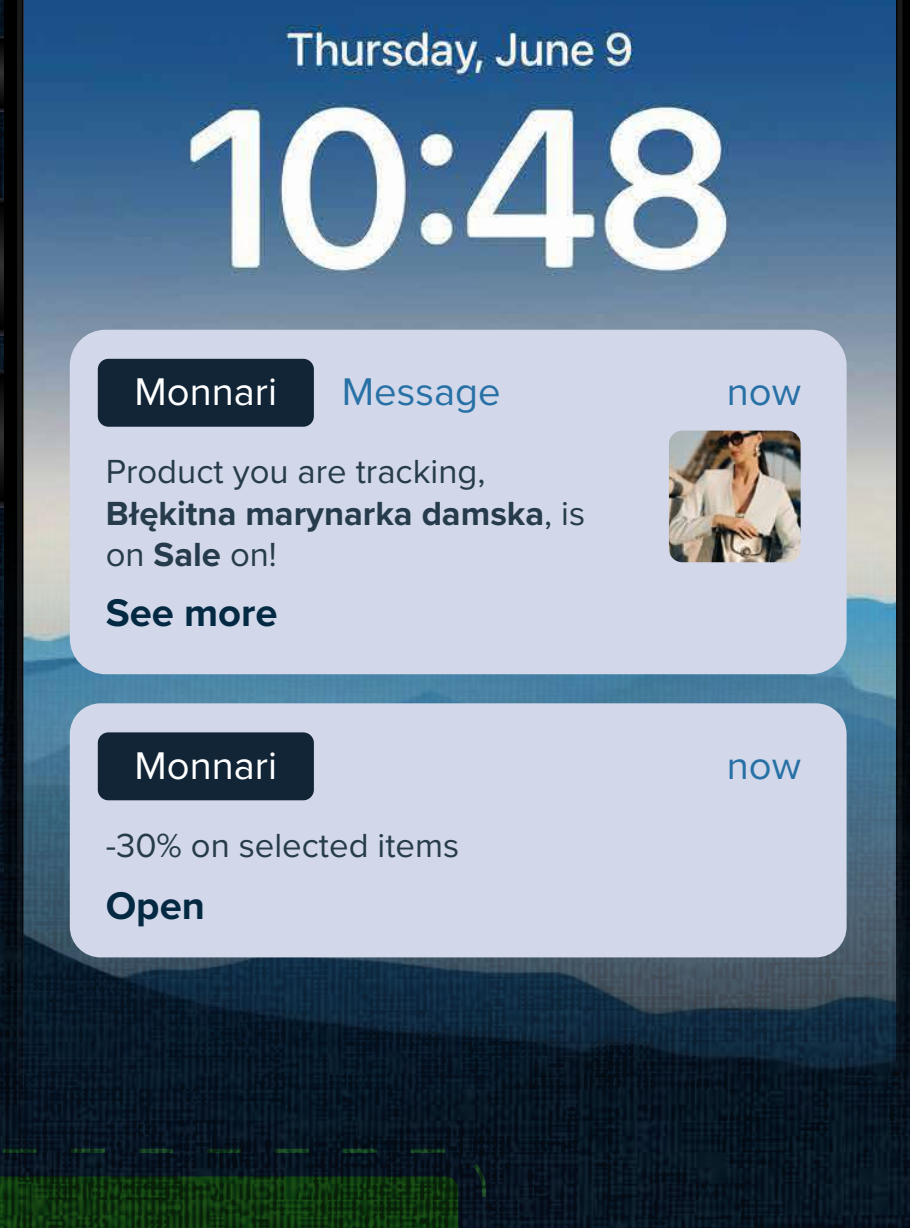


1 118% higher email click-through rates

Conversion:

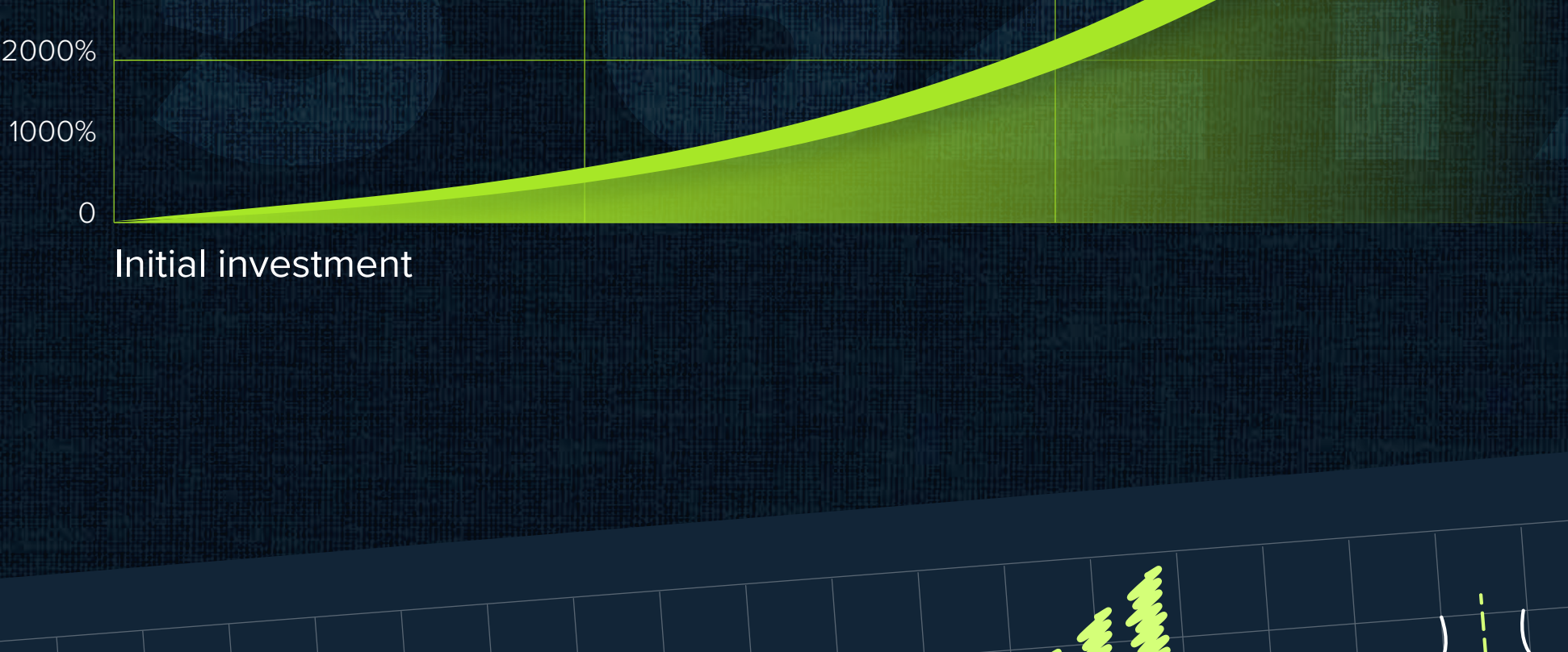
SMS campaigns with 36.38% CTR

Personalised campaign drove 46.46% of sales



Return On Investment

5 621% ROI on SALESmanago platform investment



Future Plans

- RFM Segmentation
- AI Recommendations
- Loyalty Program

Customer Words

“The process was smooth and efficient, mostly thanks to the excellent cooperation with the supervisor, who was always available and helpful.”