preorder.pl

Case Study

Case Study
e-commerce

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Thanks to the implementation of AI scenarios in their marketing communication, Preorder.pl achieves 258,43% higher conversion from dynamic emails in comparison to their previous email campaigns.

About the client

Preorder.pl made their debut on the eCommerce scene in 2006. For years they've maintained their unquestionably prestigious position in the annals of the music industry on the internet.

Their repertoire is incredibly varied: from legendary rap albums, through newschool, to the younger generation of trap performers. Fans can also purchase from them streetwear merchandise, branded by the most recognizable manufacturers in the world, as well as by the newest discoveries of Polish industry.

Opinion

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We've been looking for a tool that would meet our expectations where it comes to email marketing, automation, and integration with our own eCommerce system, for a while now. We've chosen to go with SALESmanago. We took an immediate liking to the very intuitive and capable user interface, and the fact that the system is being constantly developed, which we observed over time ourselves. It's really cool to have a handler who can lead the project and is always able to quickly give us useful advice.

Daniel Jagusz
eCommerce specialist

Challenges

- adjusting the content of marketing campaigns to different tastes of a very diverse audience

- creating uniform communication channels based on the customers' different preferences

- improving the OR and CTR of sent emails

- full automation of marketing activities

- conducting an attractive form of email communication with the user, allowing us to deliver a personalized offer at the best possible time.

Solutions

Creating an active and engaged user-base:

Preorder.pl maintains their core user-base directly on their website. Additionally, they increase their pool of potential customers with web push subscribers, allowing them to communicate with anonymous visitors of their website. Multichannel communication allows the company to be more effective at reaching their customers with appropriate offers.

User communication:

With the implementation of personalized email subjects, and with the help of the Email Subject AI Grader feature, Preorder.pl achieves spectacular results when it comes to the reach of their email marketing campaigns. Email Subject AI Grader is an advanced tool which uses AI technology to grade the effectiveness of the message, by analyzing the language used and establishing its predicted impact on the openness of the message.

Dynamic product recommendations utilizing SALESmanago Copernicus AI:

The implementation of dynamic product recommendations guided by SALESmanago Copernicus AI engine, along with advanced dynamic messaging scenarios, has led to a yearly increase in sales associated with SALESmanago by 159,7%

Website exit notifications

A personalized message, generated upon exiting the website by the user, contains an offer based on which products the user was browsing right before exiting. By implementing AI, the system not only generates a message perfectly fitted to the customer's previous history, but is also capable of predicting their future purchase by analyzing their behavior.

The two-step process of saving abandoned carts

The two-step workflow analyzing the customer journey of individual users allows us to spot gaps in the transactional process and quickly react accordingly. If the customer doesn't finalize the purchase within a short time after abandoning the cart, despite receiving product recommendation via email, the system automatically sends a separate email, containing a discount coupon, which effectively increases sales.

146%

increase in OR and CTR in mass campaigns within a 6 month period thanks to content personalization and optimization of standardized email templates,

644%

higher OR of dynamic emails sent after the visit, in comparison to mass newsletters,

1021%

higher OR of dynamic emails sent after abandoning the cart, in comparison to mass newsletters,

1400%

higher CTR of dynamic emails sent after the visit, in comparison to mass newsletters

2300%

higher OR of dynamic emails sent after abandoning the cart, in comparison to mass newsletters

183,92%

higher average value of sales directly supported by dynamic emails than the average sales supported by the newsletter.

Growth possibilities:

- implementation of recommendation frames suggesting products to the customer

- increasing the range of campaigns to reach groups of anonymous users by using the Social Proof feature

- implementation of the win-back campaign to engage inactive users.