#### SALES<sub>I</sub>IImanago

# **Tatuum Case Study**



## Challenges



Strengthening customer loyalty and increasing CLV



Effective segmentation and activation across all stages of the customer journey.



Automating marketing processes for improved efficiency and reach.

### **Strategy**

### Lead Generation

Captured valuable customer data using targeted forms to grow the database.

### Marketing **Automation**

wpisz swój e-mail

wpisz swoje emię

Implemented abandoned cart recovery, dynamic remarketing, cross-selling, and special campaigns.

Select consent form

**Recipients group** 

Contacts and anonymous visitors

Anonymous visitors

New condition

549,99 zł

DENIMOWA KURTKA Z HAFTEM - HALA

+

New exclusion

Monitored website

www.tatuum.com

+

PSZCZÓŁKA MAJA MID SALE ON

TNTUUM

Hello!

you just cheked!

Get 20% discount on the item

Learn more

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NEWSLETTER

subskrybuj

nasz newsletter, by na bieżąco dowiadywać się o nowszych kolekcjach, modowych trendach i wyjątkowych promocjach. vój adres mailowy wpisz w okienko poniżej:

Product added to cart

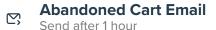
Add tag

BUYER

 $\square$ 

Workflows

Was product purchased? B



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### Personalisation

**Enhanced on-site conversion** with dynamic, personalised interactions for anonymous traffic.

#### **Segmentation**

Leveraged behavioural, transactional, geographic, and RFM segmentation for highly relevant offers.

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. Transaction	n (\$
AND	
<b>G</b> Statistics	Transaction type
	Purchase
Geolocation segment (Warsaw)	Transaction details
236 contacts	Value
Customers living in Warsaw can do offline shopping	

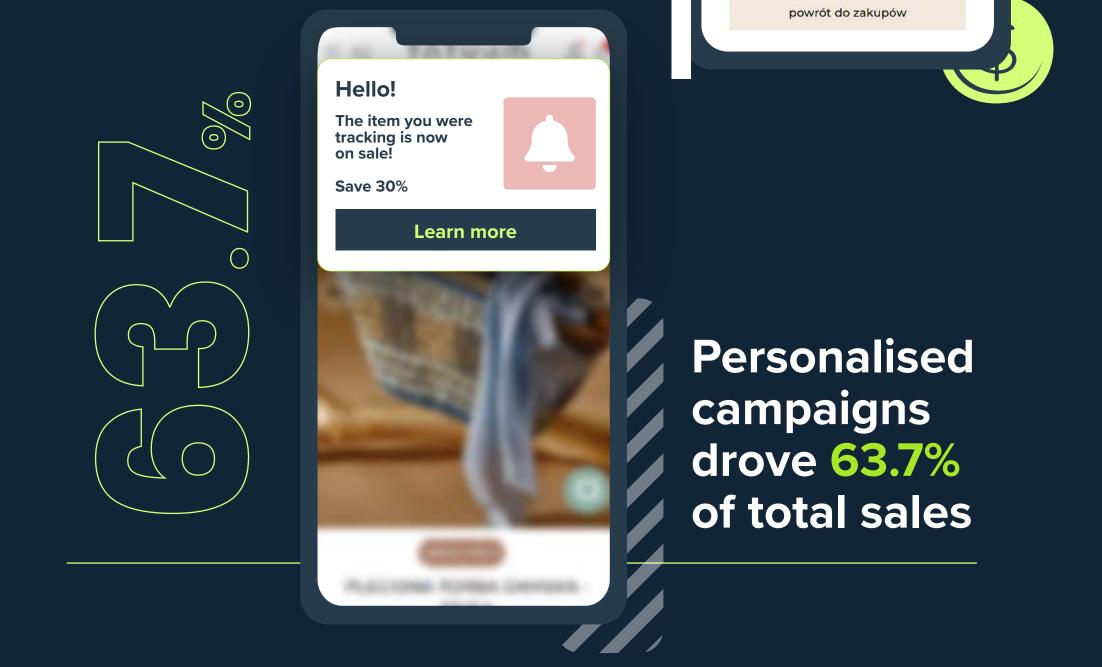
### **Omnichannel** Communication

Integrated email and web push notifications to ensure consistent messaging across platforms.

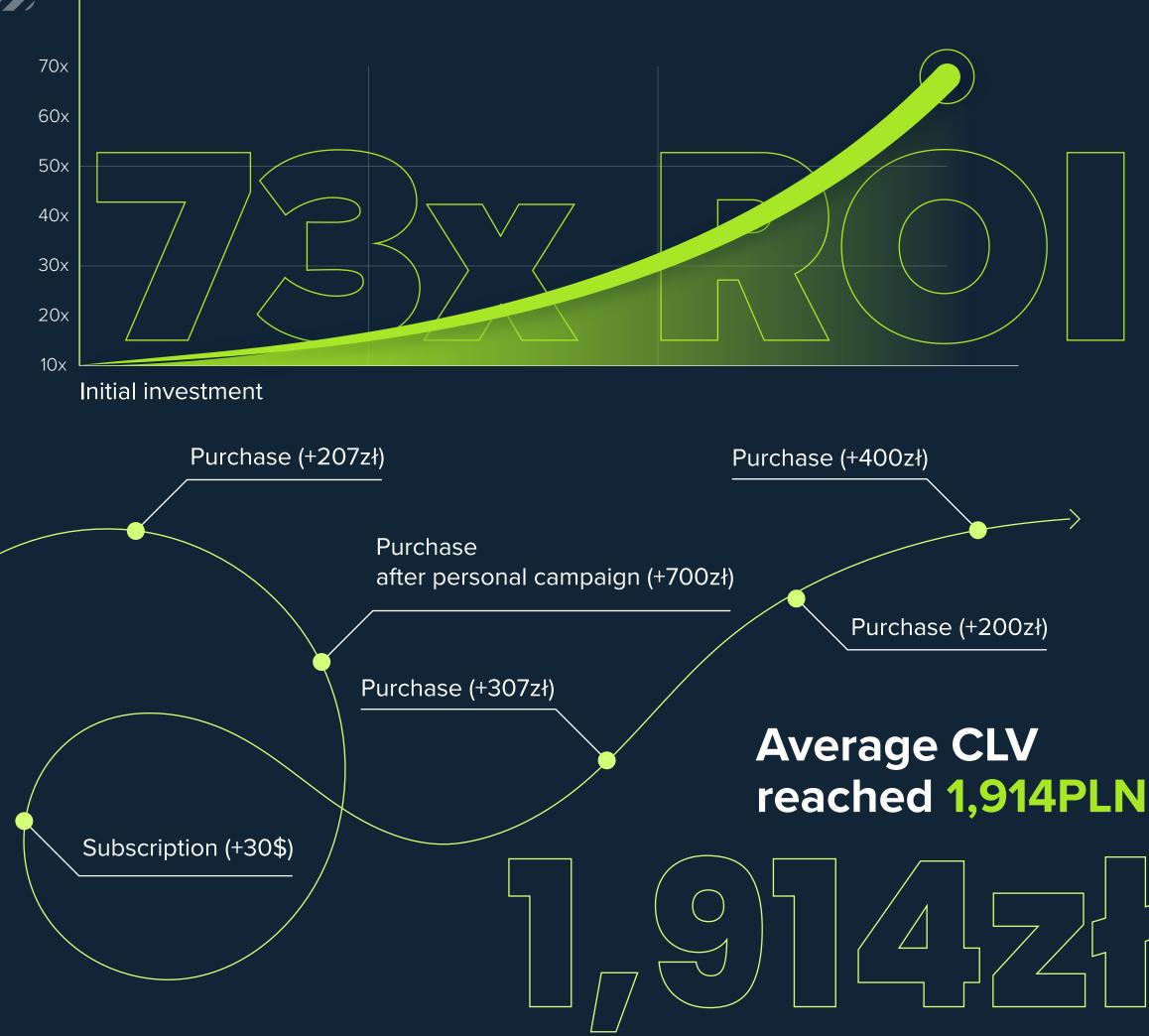








**Nearly 50% of transactions were facilitated** by SALESmanago, leading to a 73x ROI on **SALES**manago platform investment



For more information, contact: marketing@salesmanago.com

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