

Tatum Case Study

72x ROI in One Year

Country: Poland
Industry: Fashion and Lifestyle

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.

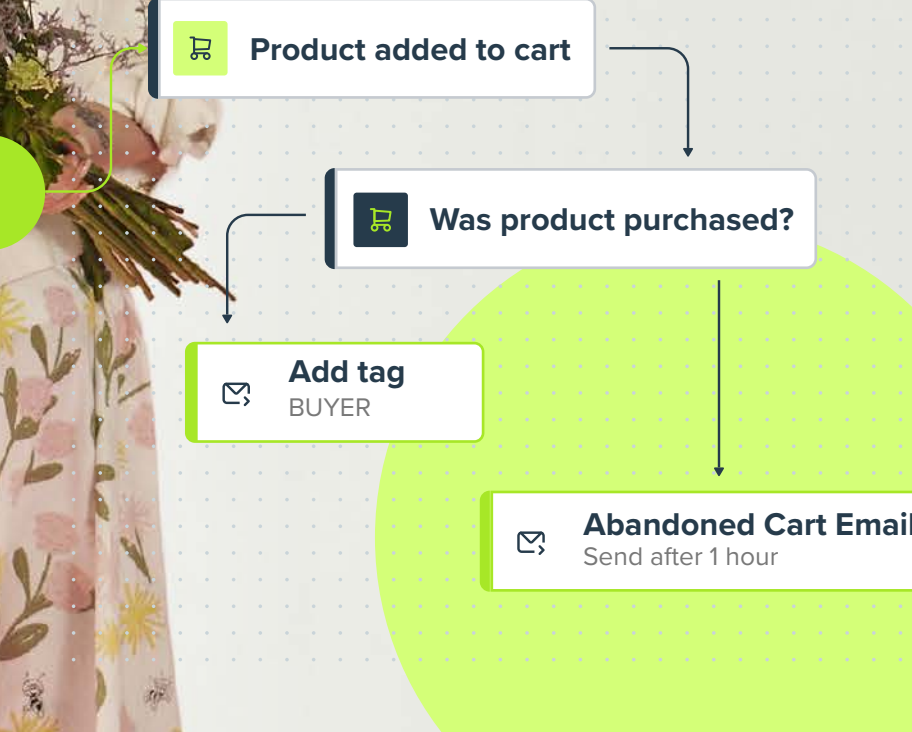
Strategy

Lead Generation

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

Marketing Automation

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

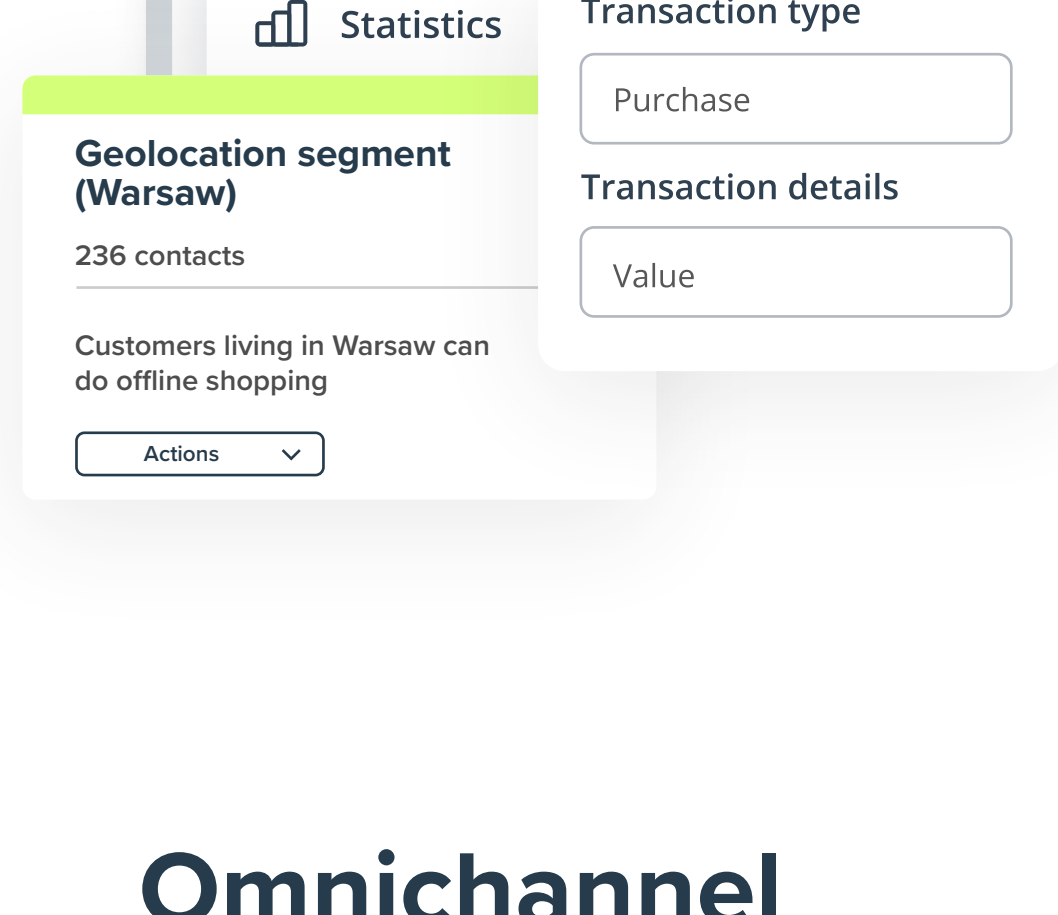


Personalisation

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

Segmentation

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



Omnichannel Communication

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

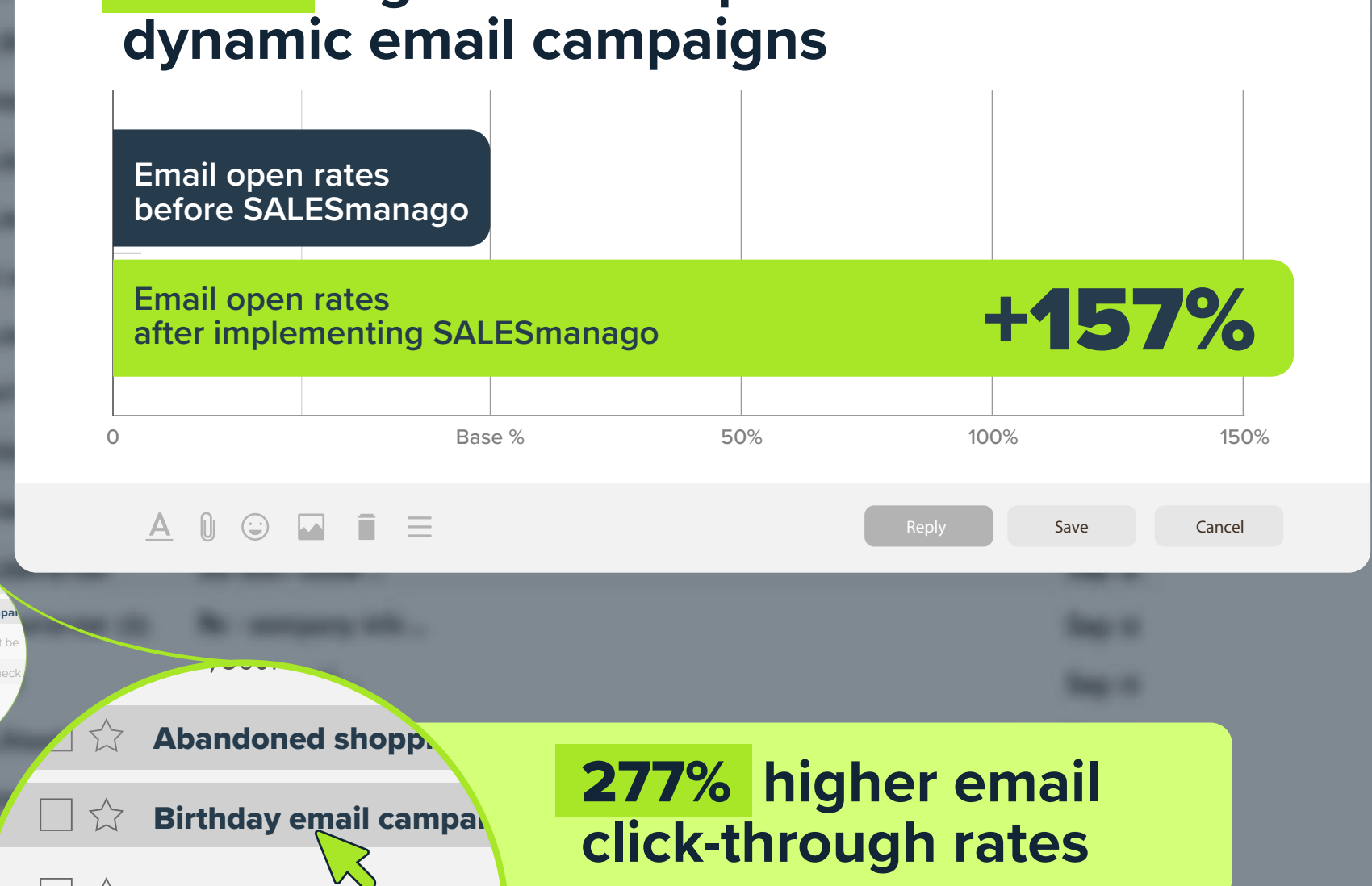
Results

Year 1

Before SALESmanago

11%
11% growth
in the customer
database

After SALESmanago



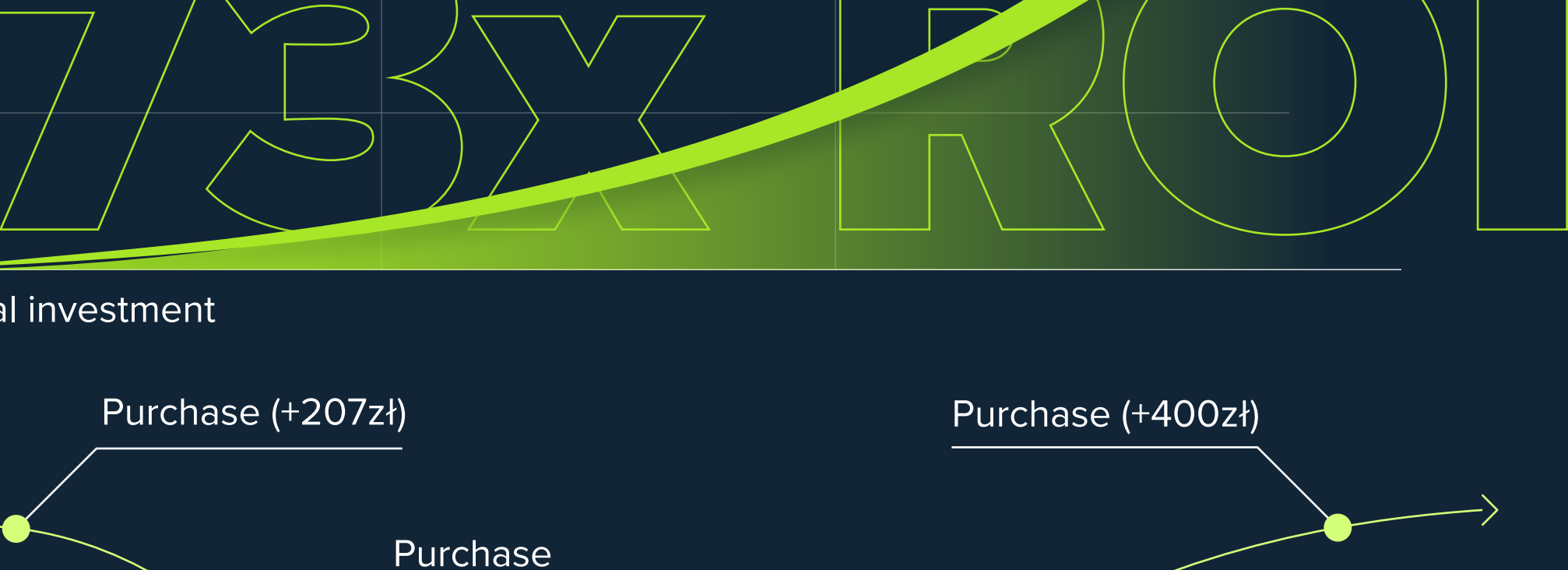
277% higher email click-through rates

8.4% increase
in the average
order value



Personalised
campaigns
drove 63.7%
of total sales

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



Average CLV
reached 1,914zł

1,914zł