



392%

increase in last-click  
transactions year to year

370%

increase in supported  
sales year to year

Through its cooperation with SALESmanago, Pilot WP has achieved an intelligent, in-depth segmentation of its database. It is able to reach its users based on a number of characteristics (e.g., what they like to watch, which packages interest them, their nationality, their activity level). Through extensive personalization of its website content as well as its automatic omnichannel campaigns, the company strengthens its relationships with clients every day.

Adrianna Osajda  
**Marketing Team Leader**



## About

Pilot WP is a streaming platform that allows users to watch television on various devices, including computers, smartphones, tablets, and TV. It offers over 100 channels in its premium packages without a contract or additional advertisements.

For more information about the company, visit <https://pilot.wp.pl/tv/>.



# Challenges

Intelligent customer segmentation

Automation of omnichannel campaigns

Personalization of website content  
(e.g., dynamic exit pop-ups, PSI,  
custom widgets)

Increase in the OR of newsletters

Occasional campaigns  
(e.g., during Euro 2020, World Cup 2022)





# Solutions

Implementation of automatic omnichannel campaigns (e.g., onboarding, activating, winback, lifecycle, cross-selling, discount codes)

Introduction of forms with created automation for larger events ( World Cup, Euro Cup)

Implementation of the contact scoring model

Regular delivery of newsletters and web push notifications to specific groups

## Segmentation

Transactional  
Behavioral  
Declarative

## Pop-ups

Dynamic exit pop-ups with discount codes  
Graphic pop-ups for sporting events



# Results

392%

increase in last-click  
transactions year to year

370%

increase in supported  
sales year to year

55%

increase in the OR of mass  
emails year to year

94%

increase in monitored  
contacts year to year

250%

increase in last-click transactions  
from automated campaigns  
year to year

Are these stats possible to measure and increase using SALESmanago? [Read here!](#)





# Development Opportunities

Implementation  
of the Loyalty Program

Implementation of the Customer  
Preference Center



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