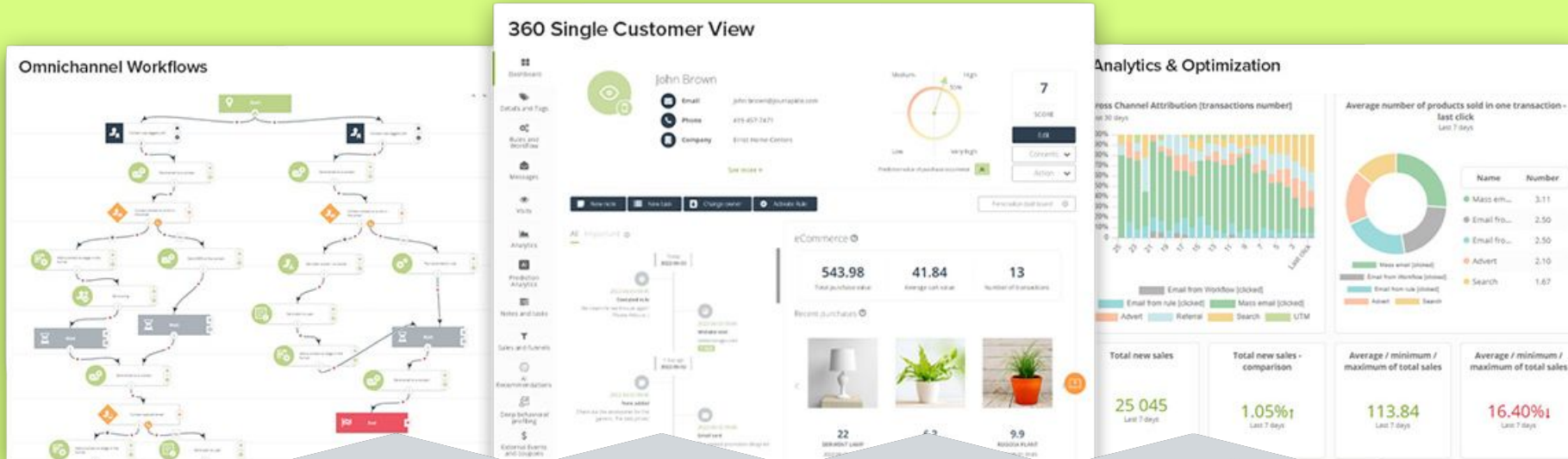


10 success stories of World's largest brands implementing Customer Engagement Platform



FT FINANCIAL TIMES
#26 Fastest Growing Company

EY Building a better working world
Entrepreneur of the year

Deloitte. Technology Fast50
#11 Fast 50

2022 RealCDP CERTIFIED
Real CDP CERTIFIED

We like innovation and challenges.

Working with market leaders, we create unique implementations that help us boost their sales results and at the same time improve the Marketing Automation market. We're raising the bar.

**Get to know
the implementations of
brands that are paving
the way for other
companies.**



YVES ROCHER

Challenges:

- increasing the conversion of anonymous visits to the data of potential customers
- increasing customer retention
- personalization of mass communication
- sealing the shopping path

Solutions:

- Behavioral and transactional segmentation
- Welcome program
- Rescue of an abandoned cart
- Product retargeting
- Dynamic content on the site
- Birthday e-mails



YVES ROCHER

On the product page there is the possibility of buying the product individually or in a dynamically matched set created with the SALESmanago Copernicus algorithms.

The system calculates the level of rebate on the whole set offered to the client (within the framework of standards accepted by the client).

30% of conversions
among buyers for the first time
are generated by sets

The screenshot displays a product page for Yves Rocher. At the top, a product card for 'Woda perfumowana So Elixir Bois Sensuel 30 ml' is shown. The card includes the product name, a description 'Uwodzicielski i kobiecy', a 5-star rating with 12 reviews, and the product code '64193 - 30 ml - Cena za 100 ml: 316.67 zł'. The price is listed as 140.00 zł. Below the price is a quantity selector set to 1 and a 'dodaj do koszyka' button. A delivery icon indicates 'Darmowa dostawa już od 109 zł' and a gift icon indicates 'Prezenty do zakupów'. Below the product card, there are sections for 'Sposób użycia' (Spryskać skórę z odległości ok. 20 cm.) and 'Rodzaj opakowania i wielkość' (30 ml). The main section is titled 'ZESTAW DLA CIEBIE' and features two recommended sets. The first set includes 'Woda perfumowana So Elixir Bois Sensuel 30 ml' (30 ml, 5 stars, 12 reviews) and 'Woda toaletowa Hoggar' (75 ml, 5 stars, 120 reviews). The set price is 229.50 zł, a 10% discount from 255.00 zł, with a 'do koszyka' button. The second set includes 'Woda perfumowana So Elixir Bois Sensuel 30 ml' (30 ml, 5 stars, 12 reviews) and 'Balsam do ust Truskawka' (4.8 g, 5 stars, 34 reviews). The set price is 134.01 zł, an 11% discount from 148.00 zł, with a 'do koszyka' button.



YVES ROCHER

Dynamic e-mails adjust the list of products individually for each customer. The message is sent automatically after the visit on the website which has not finished with a purchase.

We use different types of dynamic emails:

- product retargeting
- abandoned cart
- activation when there is no purchase for X days



higher **OR** and **CTR** compared to mass communication



Challenges:

- Parallel system implementation in several different websites
 - delonghigroup.com
 - livinshop.it
 - kenwoodclub.it
- Improving the quality of communication with potential clients
- Using the ROPO effect to increase sales (research online, purchase offline)

Solutions:

- Event management - landing pages with registrator for culinary workshops, e-mails reminding about the upcoming event
- Dynamic e-mails with recommended recipes
- Segmentation based on interest in various content sites
- Using lead generation tools



Popup encouraging to subscribe to the newsletter in exchange for a discount for the purchase of a specific product. The content of the popup varies depending on which product is currently covered by the promotion.


New users are subjected to lead nurturing in order to build a permanent relationship and increase retention.

160% increase in the conversion
of a pop-up compared to a static
subscription to the newsletter

**ISCRIVITI
ALLA NEWSLETTER**

E OTTieni IL **15% DI SCONTO**
SUI PRODOTTI DE'LONGHI

**15%
OFF**



Better Everyday

Sconto valido sul primo acquisto nello
Store Ufficiale De'Longhi

NOME
Andrea

COGNOME
Rossi

EMAIL
andrea.rossi@email.com

Ho preso visione dell'[informativa privacy](#).
Se Lei ha meno di 18 anni, questo modulo deve essere compilato dai Suoi genitori o dal Suo tutore.


Iscrivimi alla newsletter. Resterò aggiornato su novità, prodotti e offerte promozionali. Potrò cancellarmi in qualsiasi momento direttamente dal link presente nella mail.

ISCRIVITI ALLA NEWSLETTER

**OTTIENI
IL 15% DI SCONTO**

SU UNA **SUPERAUTOMATICA**
DE'LONGHI

**15%
OFF**



NOME
Andrea

COGNOME
Rossi (Facoltativo)

EMAIL
andrea.rossi@email.it

Ho preso visione dell'[informativa privacy](#).
Se Lei ha meno di 18 anni, questo modulo deve essere compilato dai Suoi genitori o dal Suo tutore.

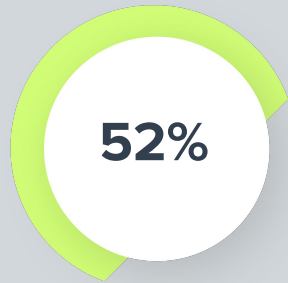
Iscrivimi alla newsletter. Resterò aggiornato su novità, prodotti e offerte promozionali. Potrò cancellarmi in qualsiasi momento direttamente dal link presente nella mail.

ISCRIVITI ALLA NEWSLETTER

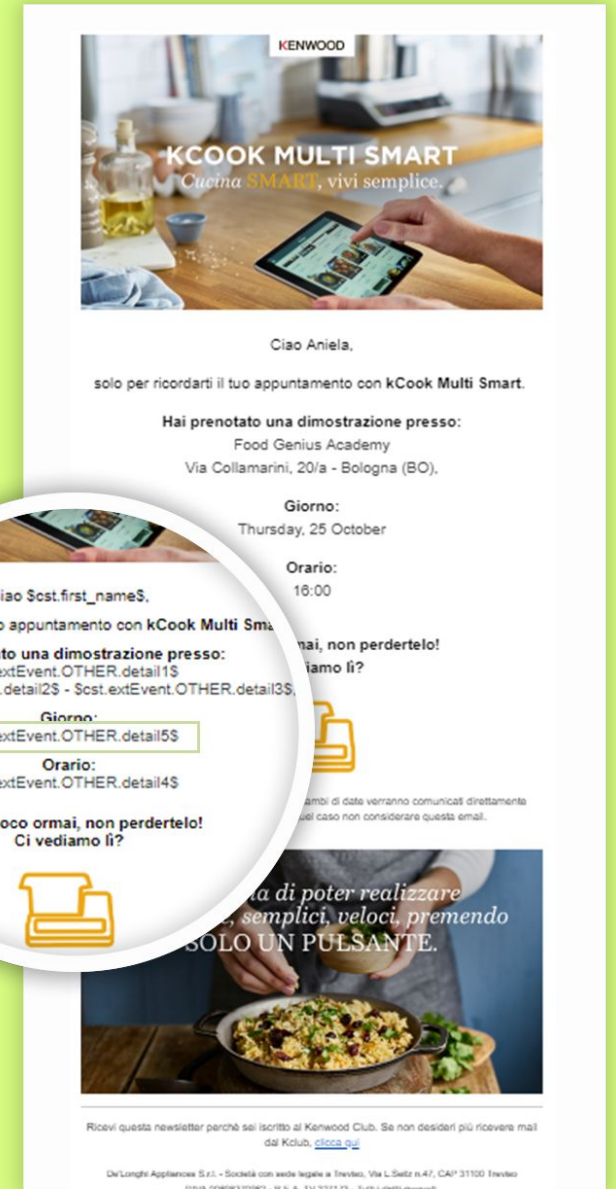


Generating leads by creating landing pages with registration for cooking workshops. Subscribers receive automatic messages informing about the course and reminding about the date of the workshop.

The process is supported by dynamic culinary recommendations depending on the selected workshops and the products viewed on the website.



average OR
of messages sent to participants





Challenges:

- A wide group of customers with diverse shopping preferences
- Keeping the customer's interest in the offer from visits to the site to finalization of the order
- Generating secondary website traffic and re-orders

Solutions:

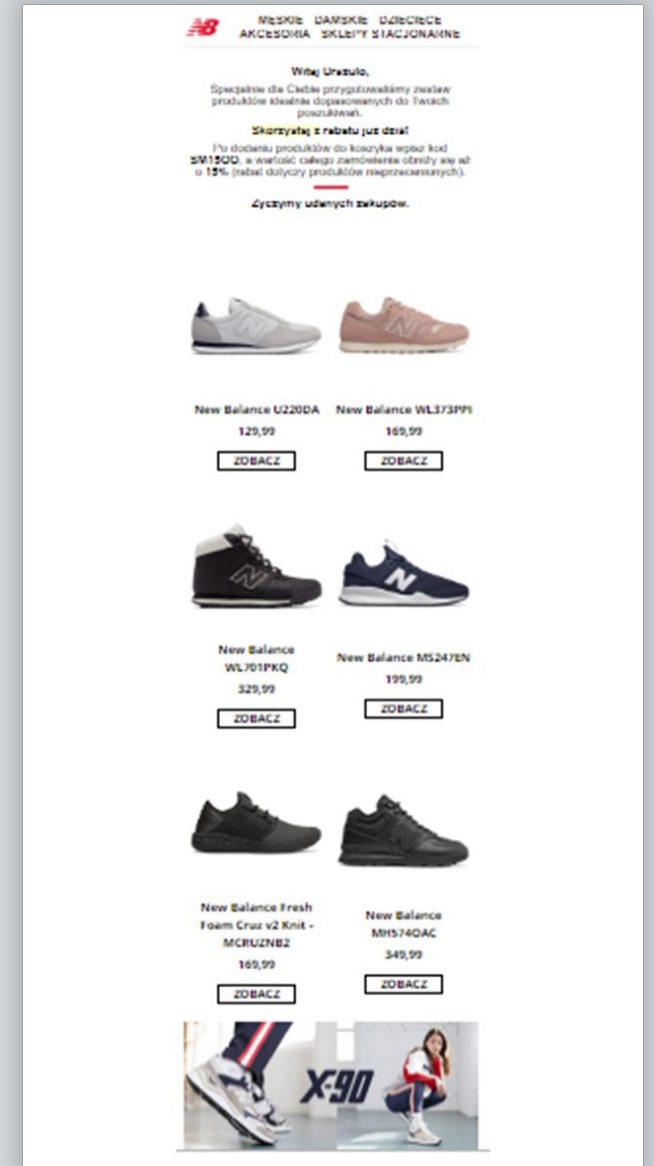
- Behavioral and transactional segmentation
- Rescuing abandoned shopping carts
- Product retargeting
- The use of machine learning and AI recommendations to activate inactive users



We have implemented mechanisms of automatic message sending, in which products are tailored to each client (gender, type of footwear, clothing).

The system collects information about visits and the contents of baskets to remember the preferences of each user.

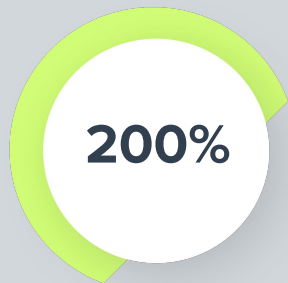
400% higher OR and CTR
in relation to mass communication



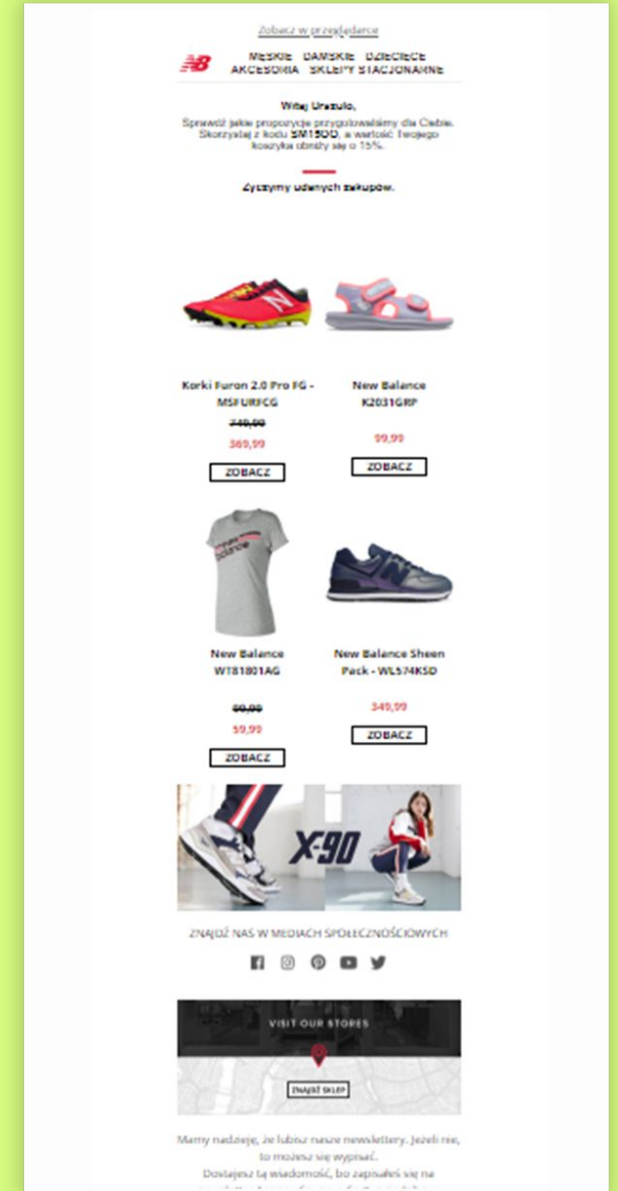


Using SALESmanago Copernicus Machine Learning & AI to build product recommendations based on the behavior of other website users and recommend products preferred by users with a similar profile.

The system sends a message with such recommendations in order to activate users who have not returned to the site for 30 and 60 days.



increase in OR and CTR
in relation to mass communication
with the current offer



T · · Mobile · · ·

Challenges:

- A wide range of devices and packages
- Possibility to cross-sell additional services (TV, internet, home phone)
- Customer has many touchpoints in which he can see the offer

Solutions:

- Implementation of omnichannel communication
- Application of recommendations to increase sales of services and additional packages
- Taking up sales activities when the contract with other service providers are about to expire
- Use of own product recommendations engine based on DWH data

T-Mobile


After visiting the website that does not end with the purchase, the customer receives an automatic email containing:

- an offer for a product that was browsed (here: TV)
- information about the company's offer connected to the product (eg access to subscription of streaming services)
- an offer for phones that contact has been interested in recently

57% OR and 19% CTR
of dynamic messages

Kiemelt TV-készülék ajánlatunk számodra:

LG 43LJ500V FullHD LED TV




0 Ft kezdőrészlet
+ 22xhavi 3 290 Ft
kamatmentes részlet
(Teljes ár: 72380 Ft)

Mobil M + Net 2 GB
díjcsomagra váltott 2 éves hűséggel

[RÉSZLETEK](#)

Mozifilmek a nappalidban!




Válassz **Telekom TV** szolgáltatást, és nézd a nappalidban vagy TV GO-val útközben is az olyan sikerfilmeket, mint a **Thor: Ragnarök!**

[RÉSZLETEK](#)

Akciós okostelefon ajánlataink

Huawei P9 Lite (2017)




0 Ft kezdőrészlet
+ 22xhavi 790 Ft
kamatmentes részlet
(Teljes ár: 17 380 Ft)

Mobil M + Net 500 MB
díjcsomag kombinációval, 2 év hűséggel

[RÉSZLETEK](#)

Samsung Galaxy J3 (2016)



0 Ft kezdőrészlet
+ 22xhavi 990 Ft
kamatmentes részlet
(Teljes ár: 21 780 Ft)

Mobil M + Net 500 MB
díjcsomag kombinációval, 2 év hűséggel

[RÉSZLETEK](#)

T-Mobile

Mass newsletter communication contains product recommendations selected by:

- dynamic recommendations based on the last customer activity on the website
- Customer's own algorithm based on data from DWH

The messages are personalized with customer data.

50%

Over 50% higher OR and CTR than static, mass offers

The screenshot shows a personalized email from T-Mobile. At the top, there is a header with the T-Mobile logo and the text "EGYÜTT. VELED". Below this, the email is addressed to "Kedves Prjevara Csaba!". The main content features a promotional offer for mobile subscriptions. It includes a header "Köss most új mobil előfizetést!" followed by the text "Válassz okostelefont vagy TV-készüléket extra kedvezménnyel kamatmentes részletre, 2 éves hűséggel!". A pink button labeled "RÉSZLETEK" is positioned below the text. Further down, there is a section titled "Kiemelt okostelefon ajánlatunk számodra:". This section highlights a "Huawei P10 Lite" smartphone. To the left of the phone is an image of the device. To the right, the offer details are listed: "4G", "0 Ft kezdőrészlet + 22×havi 1 500 Ft kamatmentes részlet (Teljes ár: 33000 Ft)", and "Mobil M + Net 2 GB díjcsomagra vállalt 2 éves hűséggel". A pink button labeled "RÉSZLETEK" is located at the bottom right of this offer section.



Challenges:

- Limiting marketing activities only to anonymous visitors and leads
- Conversion of leads to customers
- Building relationships with leads from the first contact

Solutions:

- Intelligent lead generation using dynamic content
- Dynamic welcome message
- 1-to-1 personalization of offers for new contacts



Anonymous users leaving the site receive a personalized form showing device they were recently interested in, where they can leave their details to obtain an offer.

Information on the products that interest them are from the beginning used for behavioral segmentation for specific devices, producers and types of services that customers want to use.

220% higher conversion
than static content



Érdekelnek **Samsung** ajánlataink?

Add meg email címed és telefonszámod és megkeresünk legjobb ajánlatainkkal!

Email *

Telefonszám *

+36

Az Adatkezelési tájékoztatót elolvastam és tudomásul vettem, regisztrációmmal hozzájárulok, hogy megadott személyes adataimat a Vodafone saját marketing tevékenységéhez, közvetlen üzletszerzés, piacutatás és tájékoztatás céljára telefonon vagy egyéb elektronikus hírközlési úton (pl. sms, mms, e-mail), automatizált hívorendszeren keresztül, illetve postai úton felhasználja.

Feliratkozom



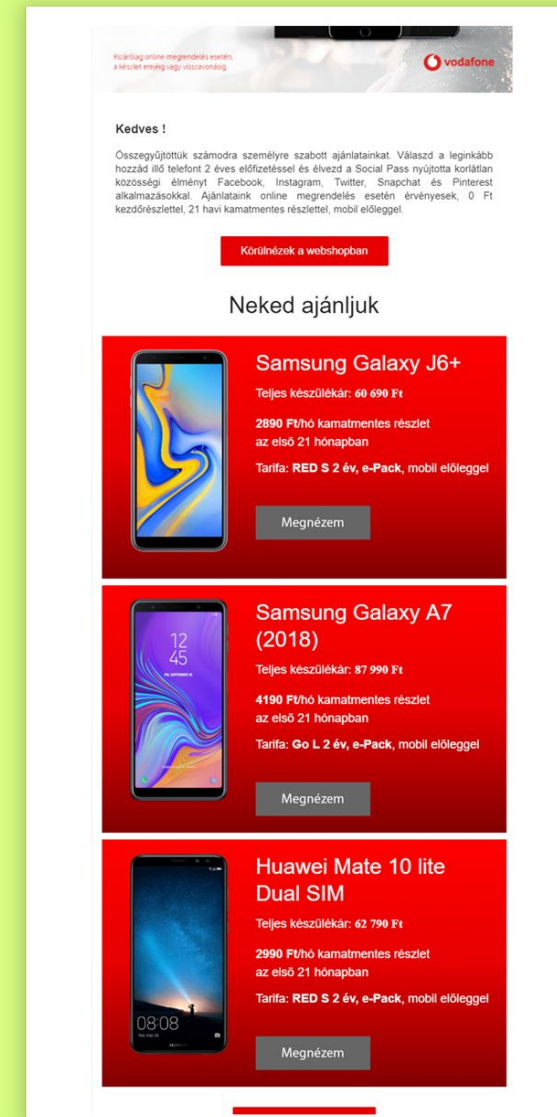


All new users added to the database receive a welcome email containing:

- general welcome information and presentation of the company's offer
- product recommendations based on the history of customer visits (device, offer, price in the case of installments)
- offer for alternative devices to the one calculated in the same offer

54%

54% OR and 27% CTR
for a welcome message



Challenges:

- Communication is carried out to consultants, not the end customer
- A very diverse and extensive purchasing history of consultants
- Large size of the shopping basket

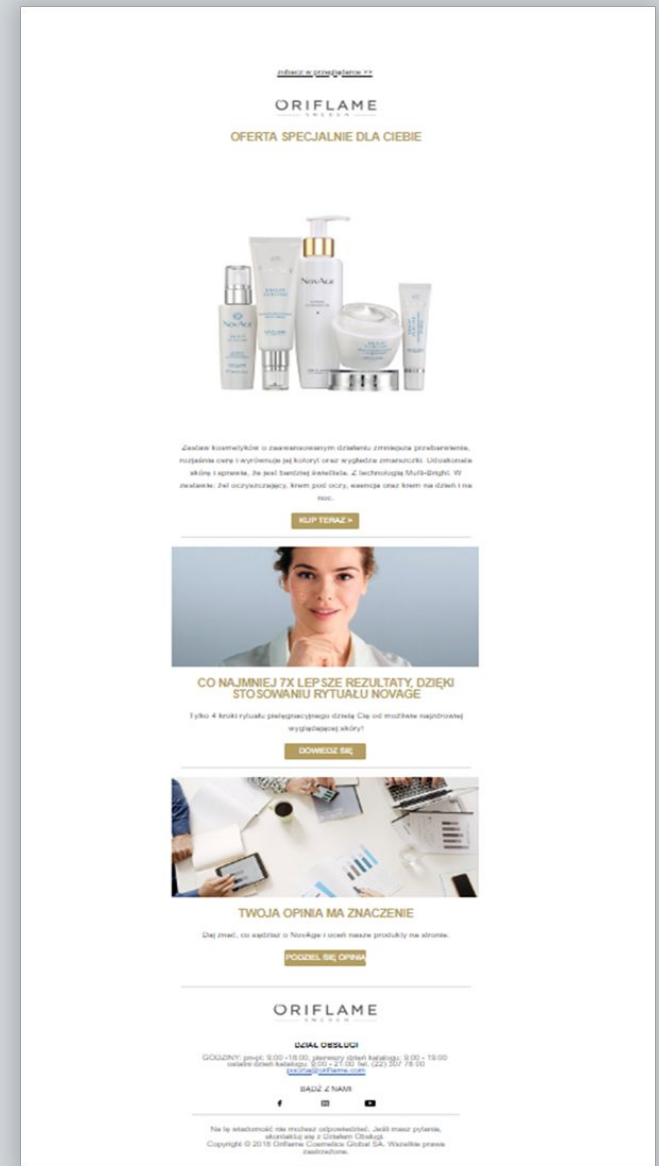
Solutions:

- Integration with the customer's own CRM system
- Implementation of personalization for mass communication
- Dynamic messages to increase sales
- Using detailed data on consultants to target the campaign



The campaign of one of cosmetics brands, varied depending on the recipient's segment.
In the emails for retail recipients, the product is recommended dynamically. Depending on the products purchased and the time that has elapsed since the last purchase, email contains recommendations based on previously purchased products or a cross-selling offer.

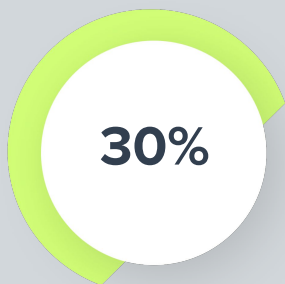
162% increase in OR
in relation to mass mailings





We use a list of dozens of different parameters describing the profile of a consultant to target regular promotional campaigns

- segments of consultants
- purchase history
- behavioral profile
- number of loyalty points
- time since the last purchase



30% higher OR and CTR
compared to non-targeted campaigns





Challenges:

- Big competition of companies allowing taking first loan for free
- The use of call center in the application process
- A comprehensive set of information on current customers and the need to adjust offers

Solutions:

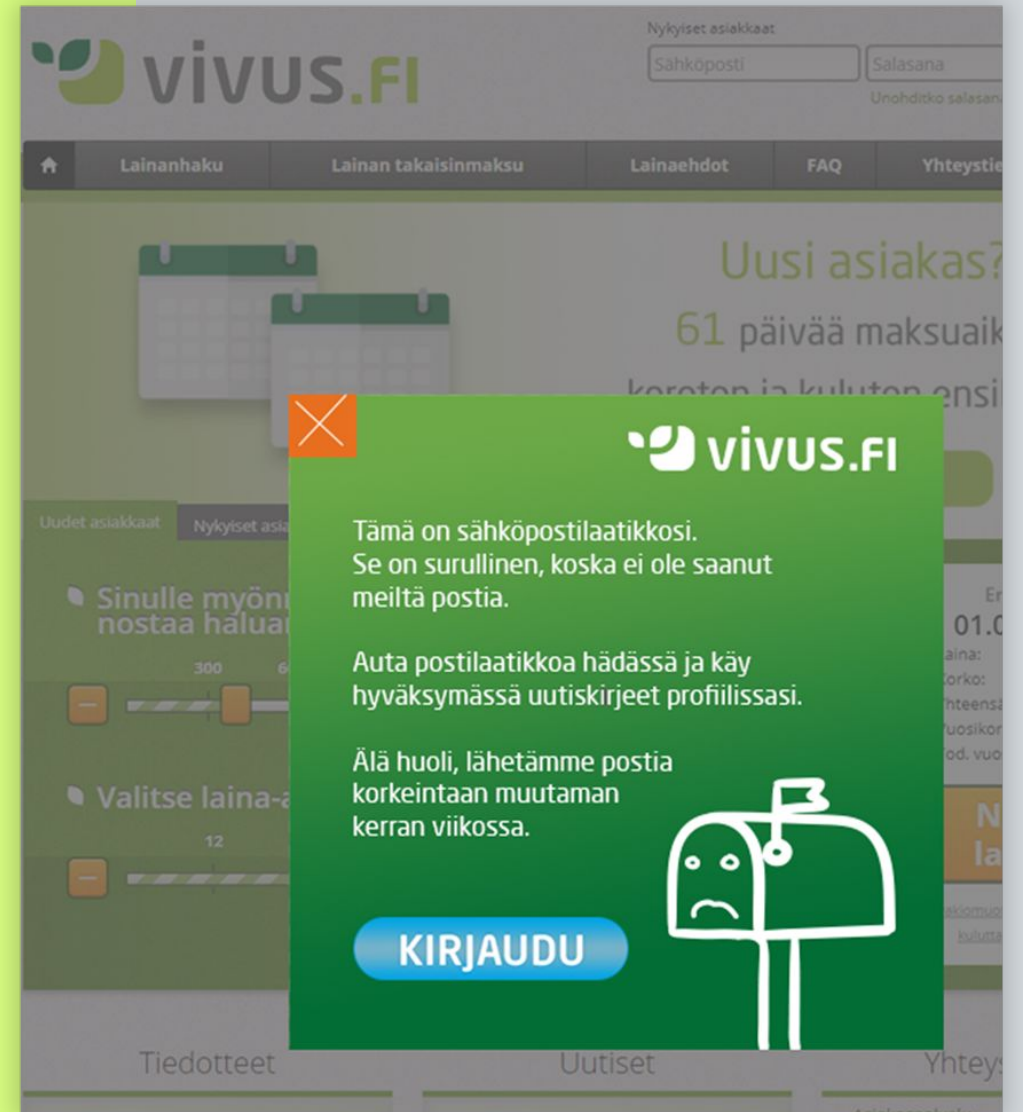
- Integration with the customer's native CRM system
- Dedicated scenarios for displaying promotional forms and banners as part of the client's website
- Alerts about the activity of monitored contacts on the website

4 FINANCE

Dedicated popup directed exclusively to monitored contacts who do not consent to communication by e-mail.

After clicking, the user can change their subscription settings and start receiving offers via e-mail.

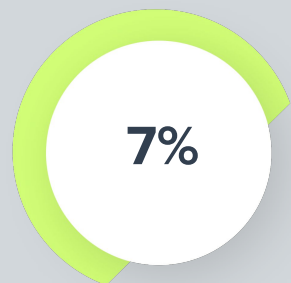
12% conversion
for recovered marketing consents



4 FINANCE

The campaign targeted for anonymous users who spent at least 2 minutes on the site and browsed at least 5 subpages. Activated at the exit from the page.

Lead acquired in this way goes straight to the call center with information about the need to take immediate contact.



7% conversion rate
of anonymous users to leads



Helt kostnadsfri kredit!

Gäller nya kunder, upp till 6 000 kr i 30 dagar.
Fyll i nedan så berättar vi mer!

Namn

Telefon

E-post

* Jag accepterar villkoren

Villkor: Lämna kontaktuppgifter kommer användas i försäljnings- och marknadsföringssyfte enbart av 4Finance AB. Inga lämna uppgifter kommer ges eller säljas vidare till tredje part. Uppgifter kan komma att lagras och hanteras i enlighet med PUL.

SKICKA

ISUZU

Challenges:

- Low conversion in online channels
- The need to efficiently handle queries from various Internet sources
- Implementation of a common communication tool for many car showrooms
- Building loyalty among people who made a purchase

Solutions:

- Segmentation and routing of leads to the appropriate car showroom and salesperson
- Personalization of all communication with the data of the assigned merchant
- Lead nurturing for new leads
- Sales alerts informing about hot leads activity

ISUZU

Each lead has a company and a sales associate assigned to it, so that when receiving a message with the current offer, it is always signed with the data of the appropriate salesperson with whom it conducts the sales process. Bulk messages look like they are sent directly from the box of this merchant.

50% increase in OR
personalized messages
compared to bulk

17% increase in sales
for leads acquired online

NOWY Isuzu D-Max

TWÓJ PARTNER W BIZNESIE

Dostępny już od 76 950zł netto

Zapraszam do zapoznania się z pełną ofertą na Isuzu D-Max - www.isuzu.com.pl



W przypadku pytań jestem do dyspozycji

Scst.salesman_name\$

Scst.company_name\$

Autoryzowany Dealer Isuzu w Św:city\$

Scst.company_address\$

Scst.company_phone\$

[Scst.company_website\\$](#)

W przypadku pytań jestem do dyspozycji

Scst.salesman_name\$

Scst.company_name\$

Autoryzowany Dealer Isuzu w Św:city\$

Scst.company_address\$

Scst.company_phone\$

[Scst.company_website\\$](#)

frisco.pl

Challenges:

- Relatively large size of the shopping basket and the potential for its enlargement
- Providing clients with the most personalized experience in the buying process
- Increasing the Customer Lifetime Value

Solutions:

- Behavioral and transactional segmentation
- Personalization of mass communication
- Product recommendations in e-mails and on the website
- Recovering abandoned carts
- Progressive acquisition of customer data

frisco.pl

Encouraging customers to make further purchases by providing rebate codes at a specific point in time.

The amount of the rebate code depends on the value of the customer calculated as part of the RFM analytics.

180% higher OR and 915% higher CTR compared to current communication

frisco.pl
supermarket online

NIE IDŹ NA ZAKUPY. PAMIĘTAJ O RABACIE.

ZAMÓW TERAZ >>

Dzień dobry.

Wielkie dzięki za rejestrację w naszym systemie. Chcielibyśmy Ci pokazać, że kupowanie we Frisco jest szybkie, tanie i wygodne. Tylko jakby to zrobić? Hmm. A może tak: złóż swoje pierwsze zamówienie, a my wszystko ładnie zapakujemy, odliczymy 15 złotych rabatu i wyślemy do Ciebie. Brzmi sensownie? Zapraszamy na frisco.pl

15zł **TWÓJ KOD RABATOWY**
8H7JHHNC483

JAK SKORZYSTAĆ Z KODU?

- 1 Wejdź na frisco.pl
- 2 Zarezerwuj termin dostawy i zrób zakupy.
- 3 Wpisz kod w pole „Kod rabatowy (voucher)” na stronie płatności i wciśnij przycisk użyj kodu.
- 4 Wartość Twoich zakupów zostanie pomniejszona o 15 zł.

Kod rabatowy ważny do 07.02.2018 r. przy minimalnych zakupach o wartości 150 zł.

Zrób zakupy >

SPRAWDŹ NAJNOWSZĄ GAZETKĘ PROMOCYJNĄ.

Dostarczamy do domu Umawiasz dostawę na wybraną godzinę Ceny jak w hipermarketach Świeże produkty prosto od dostawców

Zadzwoń: 22 331 5000 Napisz: bok@frisco.pl Śledź nas na:

Wiadomość wysłana zgodnie z regulaminem Frisco.pl sp. z o.o.
Administratorem danych jest Frisco Sp. z o.o. z siedzibą w Warszawie ul. Omulewska 27, 04-182 zwana dalej „Spółką”, która przetwarza powyższe dane osobowe w celu wytworzenia informacji handlowej. Spółka informuje, że osobie, której dane dotyczą, przysługuje prawo dostępu do danych, prawo ich poprawiania lub zgłoszenia ich usuwania na podstawie ustawy z dnia 29 sierpnia 1997 r. o ochronie danych osobowych (Dz. U. 2015, poz. 2135).
By zmienić zakres otrzymywanych powiadomień, zmień zgodę w sekcji Ustawienia / Komunikacja na swoim koncie lub kliknij tutaj i wypisz się.

frisco.pl
supermarket online

NIE IDŹ NA ZAKUPY. OSZCZĘDŹ NAWET 90 ZŁ!

ZAMÓW TERAZ >>

20zł **TWÓJ KOD RABATOWY**
82RNNY9BT6P9

Kod rabatowy ważny do 07.02.2018 r. przy minimalnych zakupach o wartości 150 zł.

20zł **TWÓJ KOD RABATOWY**
NAB39ZHGXZPV

Kod rabatowy ważny do 01.05.2018 r. przy minimalnych zakupach o wartości 150 zł.

20zł **TWÓJ KOD RABATOWY**
VTJD5FW6WXXW

Kod rabatowy ważny do 01.05.2018 r. przy minimalnych zakupach o wartości 150 zł.

15zł **TWÓJ KOD RABATOWY**
WHT26V7EV83R

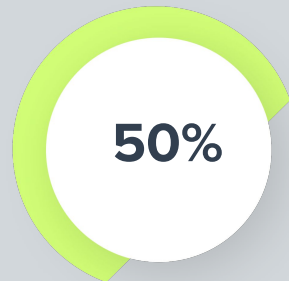
Kod rabatowy ważny do 01.05.2018 r. przy minimalnych zakupach o wartości 150 zł.

15zł **TWÓJ KOD RABATOWY**

frisco.pl

Personalization of the shopping process does not only include product retargeting and rescuing abandoned shopping baskets, but also providing ready shopping baskets built based on customer's purchase history.

Mass messages contain personalization of offers, thanks to which content always remains relevant for customers.



Over 50% higher OR
mass communication
from the market average

frisco.pl supermarket online [Jeśli nie widzisz tego e-maila kliknij tutaj](#)

Kasiu, w Twoim koszyku zostały super produkty

Zauważyliśmy, że nie dokończyłaś zakupów we Frisco.pl. Aby ułatwić Ci złożenie zamówienia w naszym sklepie zapisaliśmy Twój koszyk. Zarezerwuj termin dostawy i dokończ zakupy już dzisiaj.

Dokończ zakupy »

PRINGLES Chipsy Ser & Cebula 165g 769 zł	FIORENTINI Krążki ryżowe z rozmarynem BIO 40g 325 zł	COCA-COLA Napój gazowany 1l 349 zł

Dokończ zakupy »

jakość i świeżość ponad 15000 produktów 1-godzinne okna dostaw odbierz wszystko zapłać w domu

Zadzwoń: 022 331 5000 Napisz: bok@frisco.pl Śledź nas na:

Wiadomość wysłana zgodnie z regulaminem Frisco.pl sp. z o.o.
By zmienić zakres otrzymywanych powiadomień, zmień zgody w sekcji Ustawienia / Komunikacja na swoim koncie lub [kliknij tutaj](#) i **wypisz się**.



Challenges:

- Combination of on-line and off-line sales
- Increased customer retention and continued interest in the offer after the visit
- Providing salespeople in stationary stores with information about the customer's profile

Solutions:

- Segmentation based on location and assigning customers to stationary stores
- Finalization of purchases started online in a stationary store
- Implementing dynamic e-mails that increase conversion



First, we implemented a set of dynamic messages to increase on-line sales

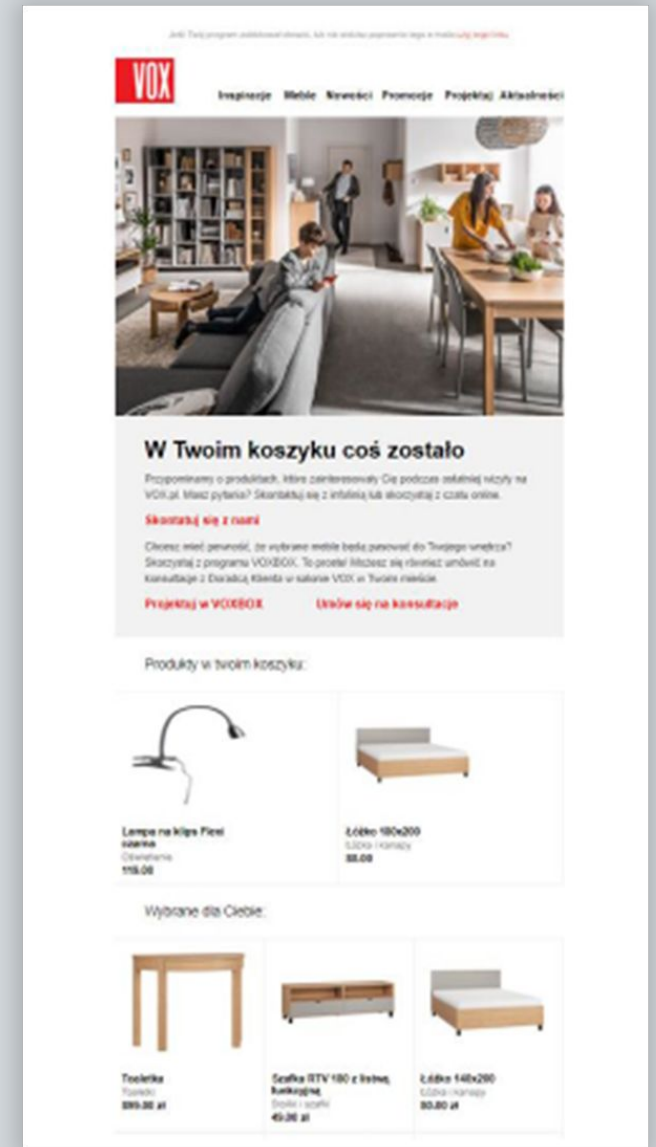
- saving abandoned carts
- product retargeting

E dynamic e-mails compared to mass sales campaigns:

400%
increase
in OR

1200%
increase
in CTR

200%
increase in
conversions



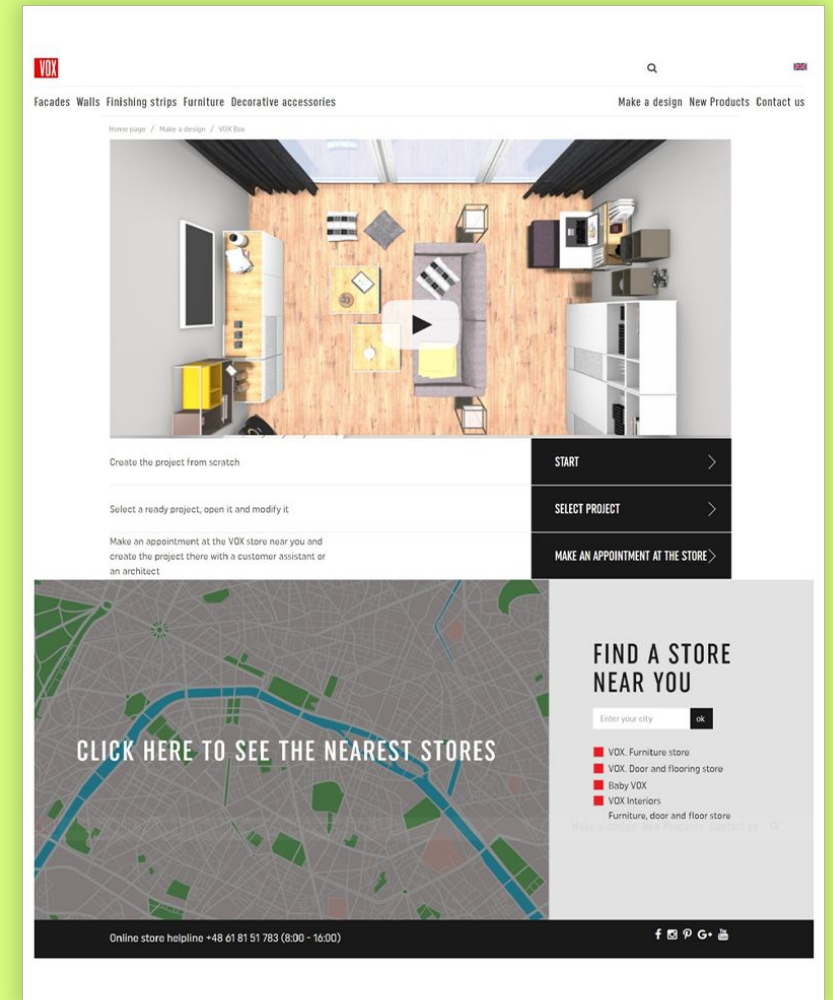


Integration of the VOXBOX application allowing the creation of interior designs using products from the VOX offer.

The project can be downloaded after leaving the data and customer can schedule a meeting in the nearest store to see the products he used live.

20% of new contacts
come from registration in VOXBOX

22,5% sales
conversion



Contact

info@salesmanago.com

www.salesmanago.com

+44 20 3936 4391

