



179x

179 times ROI from SALESmanago
implementation

39%

of transactions supported
by SALESmanago

I really like that after the first login, many of the functions were so easy to use that they required almost no help or tutorials. Contact with the Customer Success department is excellent, Jakub Sieprawski is an amazing person to work with - always perfectly prepared for our conversations. With more advanced scenarios, I could always count on Support to get the job done.

Szymon Podstufka
Partner Marketing Automation



About company

The 8a.pl company offers a wide selection of outdoor clothing, both for women, men and children, as well as footwear and equipment from the best producers. It chooses the highest quality products, and already offers three hundred carefully selected brands.

<https://8a.pl/>



Challenges

Maintaining brand loyalty

The need to adjust the offer individually
for each client

Conducting omnichannel communication
that is attractive to the recipient
at every stage of the Buyer's journey

Increasing retention and Customer
Lifetime Value





Solutions

Lead generation

Pop-ups
Forms
Landing page

Communication with the customers

E-mail
Web Push
On-site communication

On site

Intelligent product recommendations
Dynamic pop-ups
Conversion of anonymous website traffic
Personal shopping inbox
Social Proof

Segmentation

Behavioral
Transactional
Geographical
Declarative
Newsletter activity
Purchase activity (Recency, Frequency and Monetary)

Automation processes

Ominchanel abandoned cart recovery
Retargeting after the visit
Educational campaign for new users
User activation campaigns
Customer satisfaction survey (NPS)



Results within a year of implementation

179x

179 times ROI from SALESmanago
implementation

36%

36% percent of supported last-click
transactions generated
by automation processes

139%

OR increase for dynamic emails
compared to mass campaigns

394%

CTR increase for dynamic emails
compared to mass campaigns

39%

39% of transactions supported
by SALESmanago

1046

average CLV

Can these stats be measured and increased using SALESmanago?
[Read here!](#)



Development opportunities

Loyalty program

Customer Preference Center

Mobile Marketing



SALES  **manago**