

iSpot Poland

iSpot faced the classic scaling dilemma: maintaining personalized customer experiences while rapidly growing its customer base.

Country: Poland
Industry: Electronics
Start of Cooperation: November 2023

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Likes:
Color: black, green
Phone size: small
Budget: mid range

Suggestion:
iPhone 13 mini
iPhone 14

iSpot Message now
Special offer for you
-30% on the items you are tracking
Open

Strategic Implementation:

Unified Customer Data Platform

- ✓ Synchronized eCommerce and in-store customer data
- ✓ Created comprehensive customer profiles
- ✓ Enabled precise audience targeting

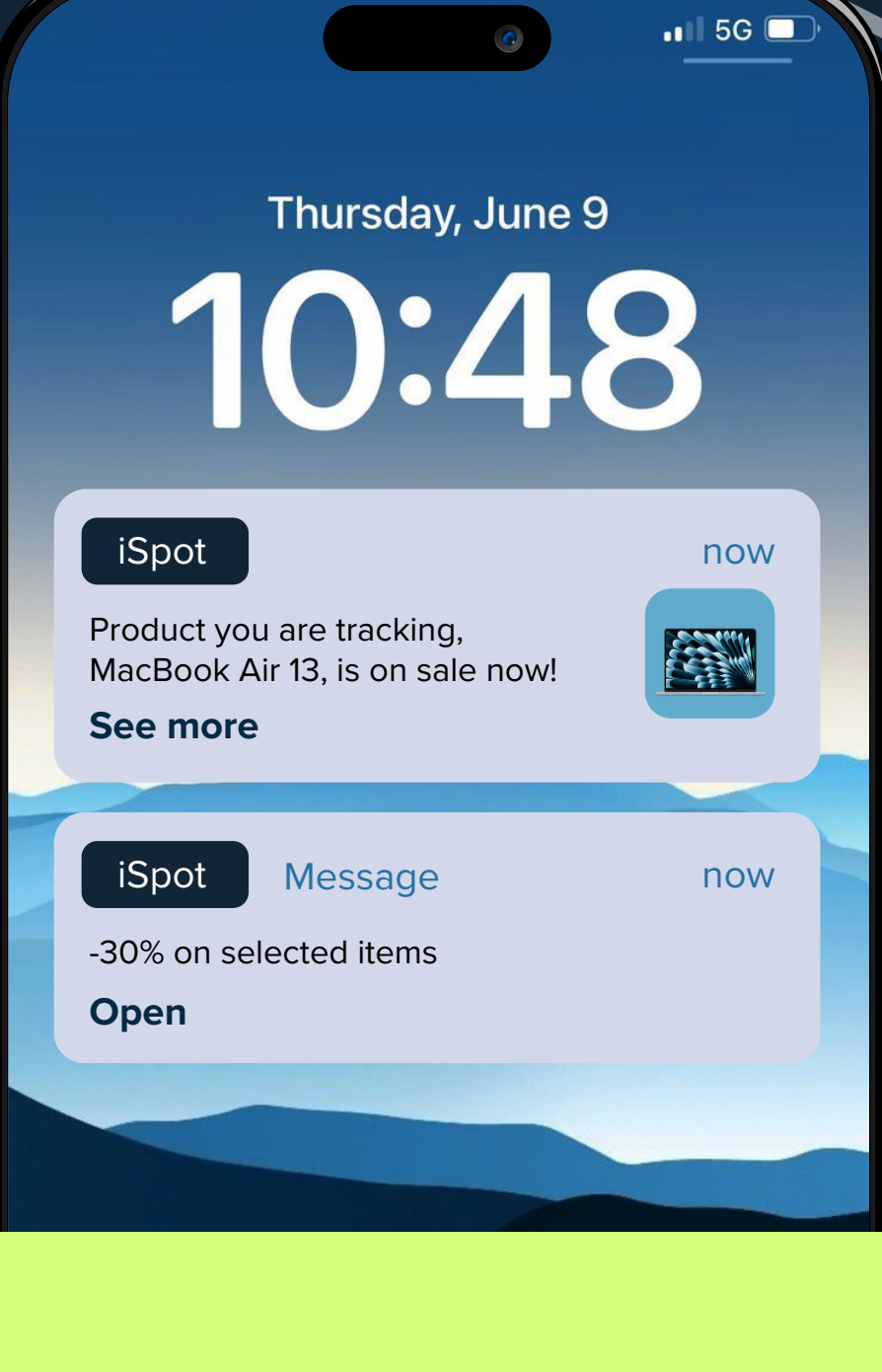
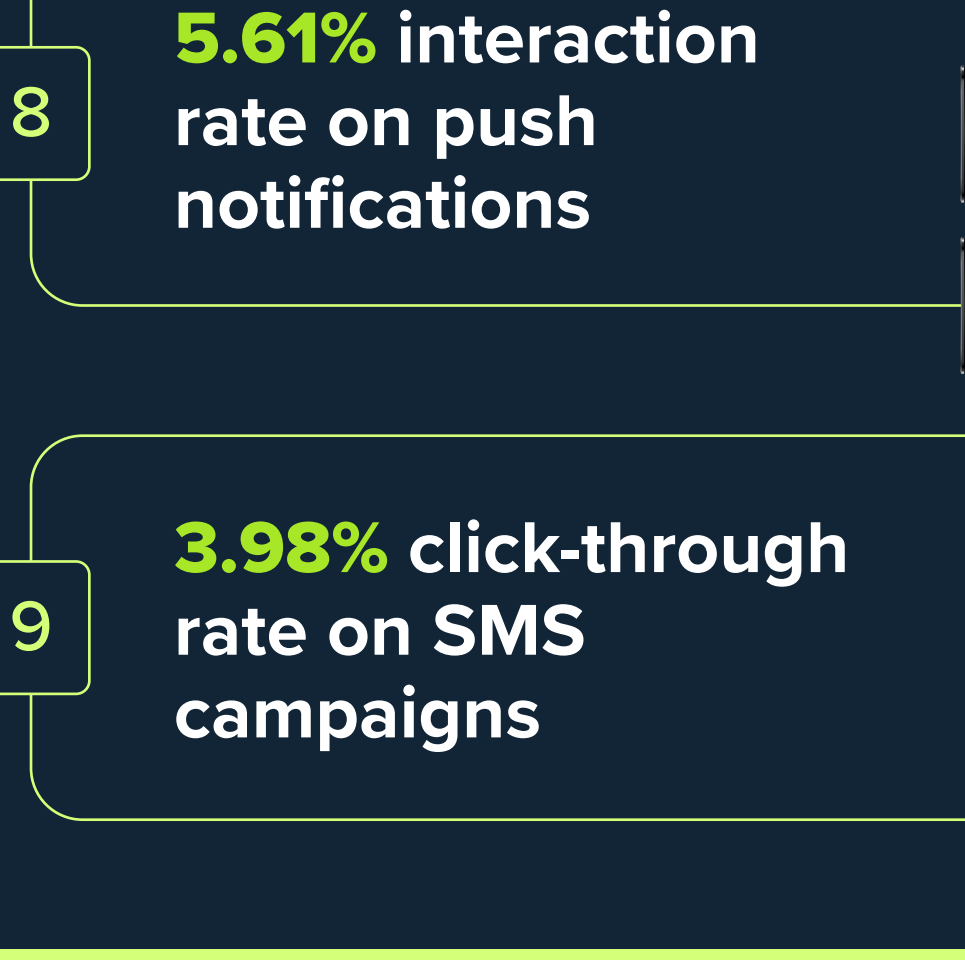
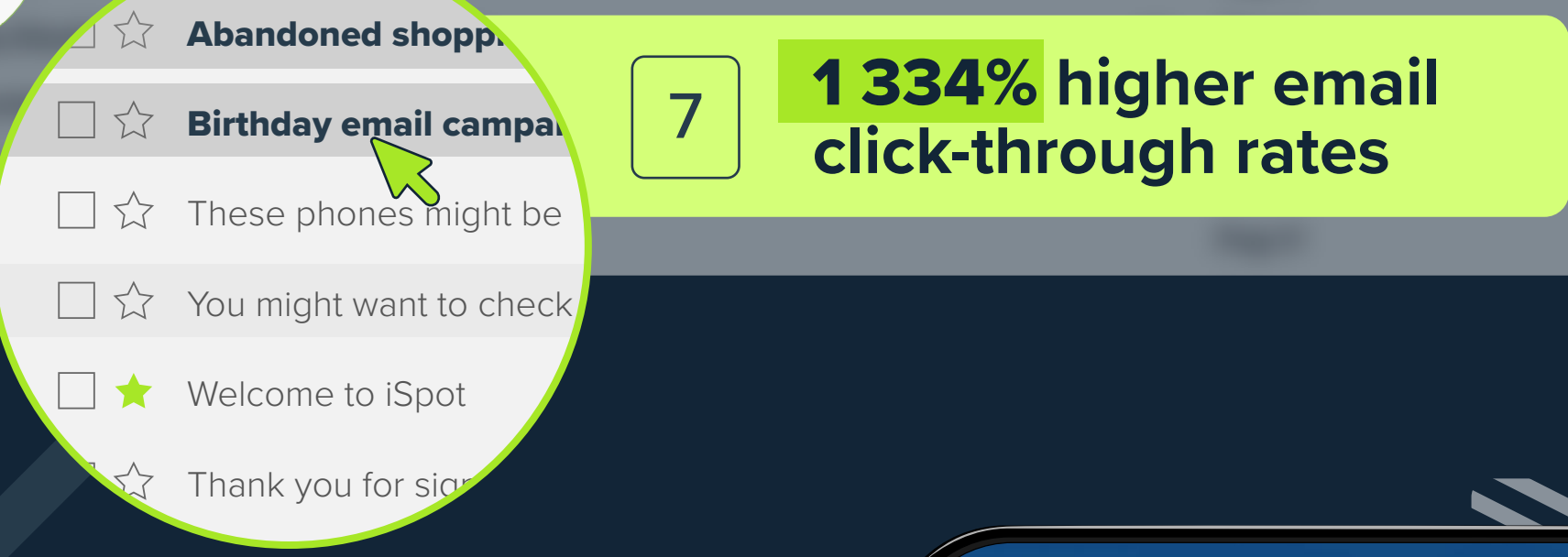
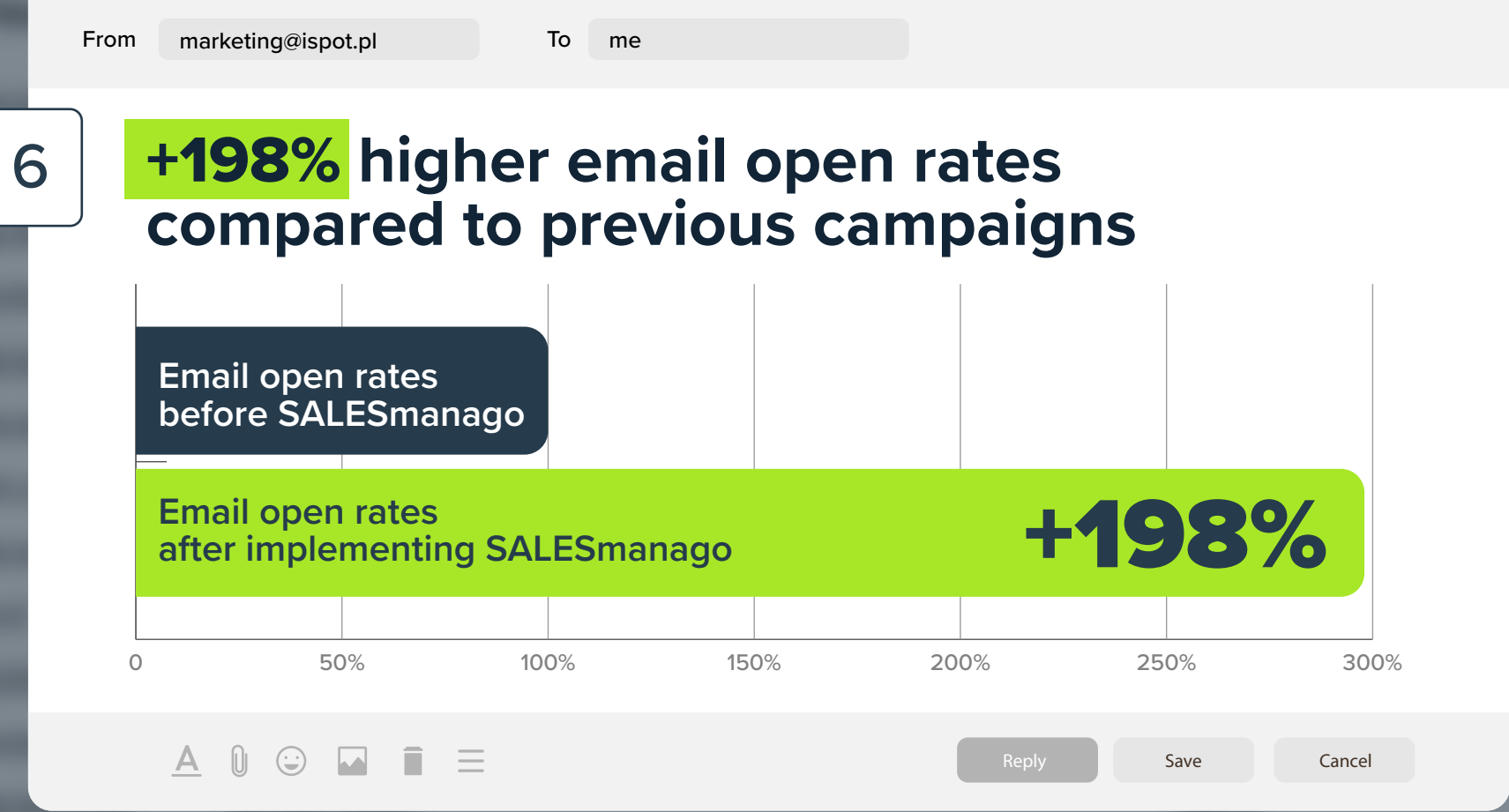
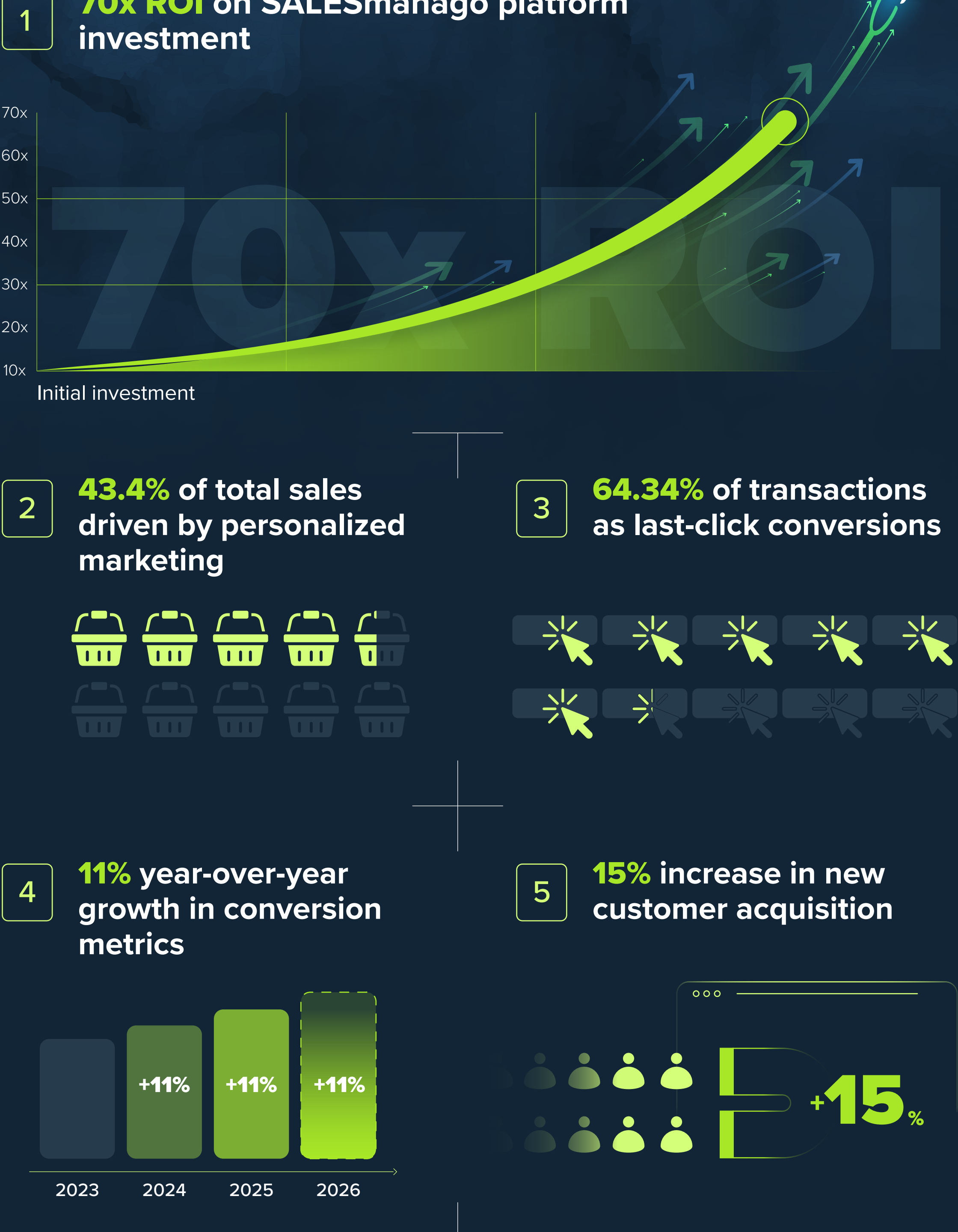
Omnichannel Automation Suite

- ✓ Integrated email, SMS, web push, and on-site messaging
- ✓ Deployed Personal Shopping Inbox, Top-Bars, and Pop-Ups
- ✓ Created cohesive customer journeys across channels

Real-Time Conversion Optimization

- ✓ Implemented personalized product recommendations
- ✓ Developed targeted abandoned cart recovery workflows
- ✓ Created dynamic website experiences

Key Results at a Glance



"What stands out the most about SALESmanago is their dedication to innovation. They consistently update their tools and strategies, keeping pace with the evolving landscape of digital marketing. Their commitment to staying at the forefront of the industry makes them a **reliable partner for achieving marketing goals efficiently.**"

Emilia Sobczak
E-commerce Specialist at iSpot