

# Monnari Case Study

Country: Poland  
 Industry: Fashion and Retail  
 Start of Cooperation: 2024

Monnari, a leading Polish clothing brand that blends tradition and modernity. With an omnichannel approach, it sought to enhance personalisation and customer retention.

## Challenges:

- Personalisation and unified messaging across channels.
- Improving customer lifetime value and retention.

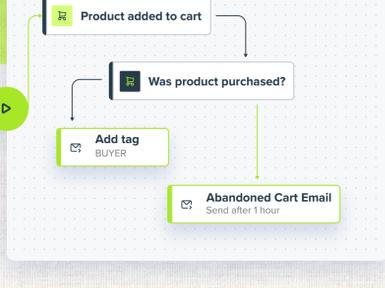
## Strategy:

### Lead Generation

Dynamic pop-ups for data collection.

### Marketing Automation

Abandoned cart recovery, remarketing, and personalised campaigns.



### Personalisation & Omnichannel

Targeted messages across email, SMS, and web.

### Segmentation

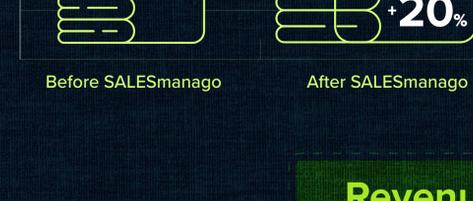
Behavioural and transactional customer segmentation.

**Sarra Carpenter**  
 s.carpenter@gmail.com  
 Last activity: 1 minute ago  
 Evet: Opened email

**Contact Segments**

- New Contacts
- High Email Activity

## Results (Year 1)



### Customer Acquisition

20.8% growth in database.

### Revenue

11% increase in average order value

45% of transactions from SALESmanago

### Engagement



1 118% higher email click-through rates

### Conversion:

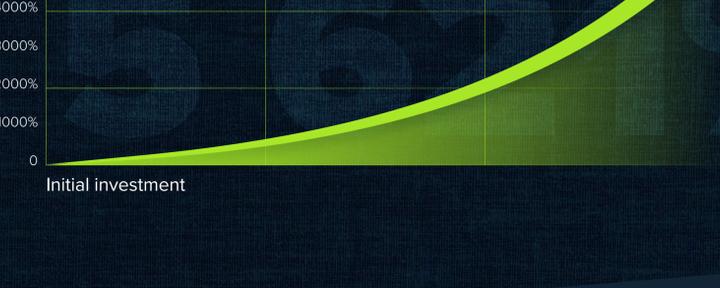
SMS campaigns with 36.38% CTR

Personalised campaign drove 46.46% of sales



### Return On Investment

5 621% ROI on SALESmanago platform investment



### Future Plans

- RFM Segmentation
- AI Recommendations
- Loyalty Program

### Customer Words

“The process was smooth and efficient, mostly thanks to the excellent cooperation with the supervisor, who was always available and helpful.”