

pilot^{WP}

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.

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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



SALES  **manago**