YES

Case Study

Case Study
e-commerce

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YES thanks to automated campaigns carried out with the assistance of **SALESmanago** increases the efficiency in email marketing channel and achieves ten times higher CTR and five times higher OR when compared to standard email campaigns.

About the client

YES Jewellery Ltd. - A company with Polish roots which produces jewellery. It is the leading brand which was established in 1981. YES has almost 400 employees and more than 150 jewellery stores all over Poland. The company runs campaigns with world-wide famous models and influencers. The jewellery is designed by Polish designers.

Client's opinion:

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"For us SALESmanago is a irreplaceable tool to store information about our Clients. It also provides us with numerous options of personalizing messages, creating complex campaigns and automating marketing processes. Thanks to SALESmanago system our Clients receive an individual offer which is carefully matched to their preferences. In return, we get more time to constant improvement of our actions."

Filip Kensbock
E-marketing Specialist

Challanges

With the assistance of automation, YES aimed at increasing on-line sales and number of repeat customers, promoting the main jewellery collections as well as increase sale of sets.

The following implementation objectives were determined:

- all tools necessary to communicate with your client in one system - regardless of whether it is marketing or sale communication

- consistent communication concerning offers in numerous communication channels

- use of information concerning sold-out products in order to distinguish way of communication with a client

- new leads from visitors who check the newest offer of the products

- use of dynamic mechanisms in order to target particular clients with a particular offer

Implementation

- **Segmentation of a contact database**

Clients can be interested in numerous products at the same time - more opportunities for cross-selling and up-selling.
Contact database was segmented carefully by viewed and bought products and also by place of living. What is more, each new contact who signs up to a newsletter receives information about the newest collection and interesting benefits. It can further enable personalization of mass communication content and it can be adjusted to the individual preferences of your subscribers.

- **Email marketing and sending newsletters**

SALESmanago platform is used as the main tool of direct communication. In emails clients receive information about new offers, discounts as well as coupons. Thanks to tags and the list of viewed subpages, the communication is adjusted to the interests of all clients.

- **Database segmentation on the basis of particular clients' behaviour**

Processes created by means of automation rules enable precise adjustment of the offer to the contact as well as grouping. Depending on the action undertaken by the contact after the event, such as: contact visited URL, product has been added to the cart, purchase, segments are added and further they form a group with particular interests.

- **Generation of leads by means of dedicated forms**

Use of newsletter subscription forms created in SALESmanago which are integrated with the system. Introduction of thematic forms which give access to "Secret Sale" cause significant increase in conversion of generating leads.

- **Segmentation for planning new marketing campaigns**

The system of automatic contact segmentation on the basis of recent activeness of the contact, purchase or unsubscribing. Opportunity to get an easy access to data which differentiate contacts along with the change of their number. It is also possible to plan next marketing campaign on the basis of this knowledge.

Results

1045%
increase
of CTR for
automatic
emails
compared
to traditional
email campaigns

573%
increase
of OR for
automatic
emails
compared
to mass
campaigns

28.89%
contact
database
increase by
28,89% within
12 months thanks
to integrated
forms and tools
which help to get
new clients

Development opportunities

- Enrichment of Social Media by Facebook Custom Audience integration.
  It will enable targeting clients by presenting them adverts on Facebook which are
  carefully matched on the basis of segmentation and current activities

- Implementation of web push agreement form.
  The company will get a possibility to communicate in any channel, even with contacts
  who are not present in the company's contact database. Thanks to that solution it is
  possible to reach such clients and provide them with an offer as well as encourage
  them to sign up to a newsletter.

- Addition of Live Chat to a website.
  SALESmanago Live Chat enables getting more leads from the level of your website
  and also providing quick handling of client enquiries - a consultant who talks with a clients
  can see data about this client stored in the system.