



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**