

# endo.

4 534%

ROI for Marketing  
Automation implementation

90%

of last click-supported transactions  
were generated by mass campaigns,  
thanks to sending to segmented  
contact groups

1 081%

higher click rate and 201% higher open  
rate for dynamic emails with 1-to-1  
recommendations compared  
to mass emails

We have been cooperating with SALESmanago for several years and our cooperation is very good. Our project is always supervised by a dedicated specialist, who answers all our questions and helps basically with every idea that comes to our mind and that we want to implement on our website.

They provide a very good tool that helps us in our daily work.

I do not see the possibility of further work without using the functionalities offered by SALESmanago.

Paweł Kielak

**E-commerce Director**



## About

Endo is the first (and for a long time the only) in Poland to decorate its products with inscriptions in Polish, thus showing how many emotions and associations can be evoked in adults and children by imaginative and surprising word games. Endo clothes - sewn from cotton and decorated with prints, delighting with a simple cut and careful workmanship - created since the late 90s. A new pattern in children's clothing. It turns out that apart from comfort and functionality, children's clothes can be simply ... "a miraculous phenomenon", "clothes with character". Like everything that is created with passion and love. Funny drawings and ambiguous texts are not only original image-text dialogues, but also a kind of conversation between adults and children. Graphics on knitted fabrics for adults and Endo toys refer to similar products from the children's section, starting a dialogue between these worlds, teaching and entertaining each other. Our offer is directed to the whole, multigenerational family. A family in which children grow up to be happy and self-confident people, strongly supported in their harmonious development by all its members. Endo's mission is to support and inspire to build and strengthen these most important bonds.



# Challenges and goals

The need to diversify communication throughout the customer's lifecycle

Multichannel - using multiple channels to communicate with users

Customer loyalty and increased sales on the website

Customer segmentation at every stage of the Buyer's Journey

The use of automatic and mass campaigns to target relevant offers to a segmented group of recipients

Adjusting the individual offer for the client

A significant increase in the loyal customer base

Switching to automatic communication



# Implementation

## Automation processes

Omnichannel rescue  
of an abandoned cart

Post-purchase campaigns  
with 1-to-1 recommendations

Dynamic retargeting after  
the visit with the use of intelligent  
product recommendations

## Segmentation

Behavioral, transactional,  
and declarative segmentation

Segmentation based on age  
and newsletter activity

Recency, Frequency,  
and Monetary segmentation

Customer segmentation based on visits,  
scoring, and purchase prediction

## On Site

Dynamic pop-ups  
with recommendations

Conversion of anonymous  
and monitored website traffic

## Communication with the customer

E-mail marketing

Web push

On-site communication



# Effects

4 534%

ROI for Marketing Automation implementation

47%

Last-click supported transactions account for 47% of all transactions supported by SALESmanago

90%

of last click-supported transactions were generated by mass campaigns, thanks to shipping to segmented contact groups

1081%

higher click rate and 201% higher open rate for dynamic e-mails with 1-to-1 recommendations compared to mass emails

82%

of the database consists of monitored contacts



# Development opportunities

Customer Preference  
Center implementation

Launching Personal  
Shopping Inbox

Implementation of  
Cinderella AI Visual  
Products Search



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