

# KARKO

4000%

ROI for Marketing  
Automation implementation

1120%

higher click rate  
in dynamic emails

We were looking for the right software that would significantly improve the conduct of marketing activities while personalizing offers to the client's preferences. We found such solutions in the SALESmanago system. Thanks to the implemented marketing automation, our activities have significantly increased the effectiveness in e-commerce. We have achieved large increases in conversion rates, but also new opportunities in the field of CRM have opened up. SALESmanago is a combination of all the necessary solutions in one place. The system is very intuitive, has a clear interface, and the cooperation is exemplary thanks to the care of a professional tutor.

Robert Karkowski  
the owner



## About

The company stemmed from the owners' drive to meet their own needs to have trendy, high quality clothes in plus sizes. In time, the company strengthened its leading position on the local market, gradually widening its offer. In 2011 the company entered eCommerce. Using Allegro platform, the company became a country-wide leader in plus size clothes retail.

One of the company's priorities is to support the local, polish industry.



# Challenges

activation and gratification  
of participating  
contacts

activation of customers  
who stopped making regular  
purchases

multichannel - using multiple  
channels to communicate  
with users

automation of marketing  
processes

conducting omnichannel  
communication attractive for the  
recipient (e-mail, webpush, text  
messages, website messages),  
allowing for the delivery  
of a personalized offer at the  
best moment.

a wide range of products  
and the need to adapt  
individually to each client



# Solutions

## Lead generation

contact forms, pop-ups after filling which the customer receives a discount code

initial segmentation at the stage of the progressive form by gradually collecting information about the customer and his purchasing preferences

information about customer preferences is sent to the contact card

## Automation

workflow, with the use of purchase prediction and 1-to-1 recommendations, activating contacts after the purchase to reduce the risk of losing a customer, thus increasing profits

workflow adjusted to the threshold in the loyalty program (variable offers depending on the threshold and bonus points and discounts adjusted to the program threshold)

multi-step omnichannel abandoned cart rescue

## On Site

intelligent product recommendations (AI)

displaying recently viewed products on a dedicated widget

dynamic pop-ups

a dedicated widget encouraging to subscribe to the loyalty program (displayed to anonymous and not saved contacts)

## Client communication

mass email marketing

dynamic emails

standard and dynamic web-pushes

sms

on-site communication

live chat

## Segmentation

behavioral, transactional and declarative segmentation

customer segmentation by visits to the website

segmentation by viewed and purchased

segmentation by time since last purchase

segmentation according to the frequency of purchases

segmentation by cash inflows

segmentation according to newsletter activity

segmentation based on the threshold of the loyalty program





## Effects

4000%

ROI for Marketing  
Automation  
implementation.

702%

higher average CLV  
of contacts participating in the  
loyalty program.

2%

higher average transaction value  
from the loyalty program in relation  
to all transactions.

17%

of total sales are transactions  
of the loyalty  
program contacts.

51%

of the total are transactions  
supported by SALESmanago.

59%

rate of opening dynamic e-mails  
from the loyalty program.



# Effects

979%

higher OR in relation  
to mass e-mails.

26%

increase in the base compared  
to the previous year.

1120%

higher click rate in dynamic emails from the  
loyalty program compared to mass emails.



# Development perspectives

Implementation of search using the Cinderella AI Visual Products Search graphic

Google Ads remarketing

Implementation of a Personal Shopping Inbox to inform anonymous contacts about promotions and the current offer





